



### **Classroom School Uniforms & Willits Footwear Worldwide Form Strategic Marketing Partnership**

(CHATSWORTH, CA), January 24, 2011 – Classroom School Uniforms, a division of Strategic Partners, Inc. (SPI) and Willits Footwear Worldwide (Willits) today announced a strategic marketing partnership which will strengthen both companies' position within the school uniform market.

Classroom's national sales team will offer over eighteen models of Willits all-leather school uniform shoes. "We are thrilled to represent Willits Footwear Worldwide to the school uniform community," says Andy Beattie, SVP of School and Service Apparel at SPI. "As a full service school uniform manufacturer, finding the right resources for our retailers and their customers is vital. For Classroom, Willits is the perfect partner, sharing our commitment to quality and value in 'Real World Tested' school uniform products."

"Classroom School Uniforms represents high quality and affordable school uniforms for students of all ages" says Stan Leshko, COO of Willits Footwear Worldwide. "Our relationship with Classroom will broaden the Willits customer base, giving consumers a complete head-to-toe uniform opportunity in one location; saving busy families both time and money."

To learn more about carrying Classroom School Uniforms or Willits Footwear Worldwide in your retail location, visit [classroomuniforms.com](http://classroomuniforms.com)

#### **About Strategic Partners, Inc.:**

Strategic Partners, Inc. is a recognized leader in the design and manufacturing of school, medical, and footwear uniform categories. The company manufactures Classroom School Uniforms which are sold to specialty retailers across the nation. Classroom provides school uniform expertise to public and private school educators and retailers, with information available at [classroomuniforms.com](http://classroomuniforms.com). The company's home office is in Chatsworth, California, with a state-of-the-art distribution center in Dallas, Texas.

#### **About Willits Footwear Worldwide:**

Willits Footwear Worldwide is a Children's Footwear Supplier offering styles in sizes from Infants thru Young Adult. Although specializing in School Uniform shoes, Willits offers a full line of Basic and Fashion Forward styling as well as Special Make-Ups and Private Label. Founded in 1917, by W.T. Willits as Willits Shoe Company, Willits Footwear Worldwide has a national reputation for high quality all-leather footwear. The company's home office and distribution center are in Halifax, Pennsylvania.

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