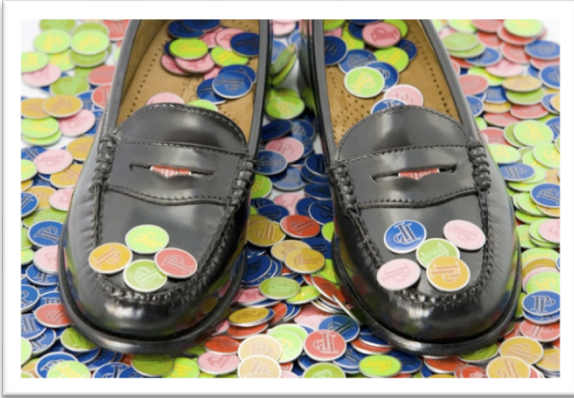


Trend Alert: Canadians Accessorize the Classic Penny Loafer

Penny Proper Launches into the Canadian Market

TORONTO – March 22, 2011 – Trendsetters take note. The original penny loafer from the 1930s that was made popular by the acts of James Dean and Steve McQueen is back, in a “proper” way. **Canadian** brand, **Penny Proper (PP)** is set to launch March 24, 2011 into the Canadian market as a **splashy** substitution to the old penny.



In the 1950s dimes were slipped into the pockets of loafers, as this was the price of a pay telephone. These dimes were then replaced by shiny pennies as a matter of style. **Penny Proper** is giving loafer wearers the opportunity to exercise their **personal style** and flare. The size and weight of a penny, **PPs** come in a **variety of colours** and patterns to individualize loafers based on personal taste or function.

The first product on the market of its kind to lead the **revolt** against the ordinary, this Canadian brand is sure to set an international craze.

“We wanted to introduce Penny Proper into the market just in time for spring. With preppy apparel and accessories one of the biggest trends this year, why not accessorize your loafer,” says co-founder Roxanne Chapman.

Penny Proper is available online at pennyproper.com or at the following select retailers; A2ZANE, The Narwal Boutique. Colours include; Lipstick Red, Royal Blue, Go Go Neon Green, Preppy Pink, Mustard Yellow and Green With Envy. Price; \$14.50 for a set.

About Penny Proper: Penny Proper (PP) is a Canadian fashion brand that allows for the personalization of the classic penny loafer. Launched in 2011 by two trend-setting friends faced with the issue of how to accessorize their penny loafers, PPs come in a variety of colours and patterns. www.pennyproper.com

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