



FOR IMMEDIATE RELEASE:

**STEP INTO THE BLING WITH NEW LIBERACE KICKS DESIGNER SNEAKER
INSPIRED BY FAMED ENTERTAINER LIBERACE**

Now on sale exclusively in Las Vegas at Liberace Museum for limited time

LAS VEGAS (January 3, 2008) – It was only a matter of time before the Millennial generation would come to know famed entertainer Liberace, the original King of Bling®.

The Liberace Foundation for the Performing & Creative Arts (Liberace.org), in collaboration with unique sneaker manufacturer Kashi Kicks, now presents Liberace Kicks, the themed designer collection of “kicks” inspired by Liberace, the late entertainer known for his extravagance, showmanship, and over-the-top lifestyle.

Sneaker lovers, fans and hip-hoppers alike can ‘step in the bling’ with the Kashi Kicks’ Liberace Collection, priced at \$99 and available exclusively in Las Vegas for a limited time at the Liberace Museum store or online at Liberace.org. The collection represents the brazen bling that Liberace is famously known for, capitalizing on some of the most amazing and outrageous costumes that Liberace wore on stage while performing as “Mr. Showmanship” for millions around the world during his 40 years of entertaining. A portion of proceeds from every sale benefits the non-profit Liberace Foundation, which helps talented students pursue careers in the performing and creative arts through scholarship assistance.

The principals of Kashi Kicks (www.kashikicks.com) were inspired to design the shoe collection following a 2006 visit to the Liberace Museum to view the Outside the Shoe Box exhibit, which showcased an array of designer shoes worn by Liberace throughout his career. Alan Kashi, designer of Kashi Kicks in Pittsburgh, PA, has a background in jewelry design and is directly connected with hip-hop culture. The company is known for their highly-decorated, detailed and dazzling sneakers coveted by the celebrity feet of George Clinton, Flava Flav, Dj Unk, Slim of 112, Cool from the producer duo Cool & Dre and Casey Hampton of the Steelers. Kashi states, “With the introduction of this sneaker collection, Liberace’s street credibility is absolutely bumped up a notch. We previewed the shoes for the fashion world at MAGIC in Las Vegas this past August, and eventually they’ll be sold around the world at specialty stores and footwear giants, even in destinations as far as way as Australia and Europe.”

Las Vegas based Fame Farm LLC, the Liberace Foundation’s exclusive licensing agency owned by Michael Feder and Karan Feder, is actively involved in the strategic marketing of the Kashi Kicks’ Liberace Collection.

To purchase the shoes at the Liberace Museum, call for store hours at 702.798.5595, or visit at 1775 E. Tropicana Ave. at Spencer. Also available for purchase online at Liberace.org.

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ABOUT THE LIBERACE FOUNDATION & MUSEUM:

Liberace transported audiences to a dazzling world of color, jovial music, glittering costumes and humor. His legend lives on in the Liberace Museum, considered to be Mr. Showmanship's greatest encore performance. Liberace opened his Museum in 1979 to share his collections with the world, to support his love of being an active patron of the arts, and most importantly to support his mission of helping talented students pursue careers in the performing and creative arts through scholarship assistance. To date, the Liberace Foundation (founded in 1976) has awarded in excess of \$5 million in scholarships to almost 2,500 students at over 110 colleges and universities throughout the U.S. The Liberace Museum serves as a significant funding source for the Liberace Foundation. It features Liberace's collections of rare and antique pianos, classic cars, famous sequined and bejeweled costumes, glittering stage jewelry and rare antiques, as well as Liberace's private papers and memorabilia. The Museum is located in Las Vegas at 1775 E. Tropicana Avenue at Spencer, and open from 10 a.m. to 5 p.m. Tuesday through Saturday, and noon to 4 p.m. on Sunday. Admission is \$15 for adults and \$10 for seniors age 65 and older, and students with valid ID. Museum and Foundation members and children ages 10 and under are free. Nevada residents receive free admission the second Sunday of each month. The Museum also presents a "A Musical Tribute to Liberace: On With The Show" with live piano performances starring Wes Winters (www.weswinters.com) every Tuesday, Wednesday and Saturday at 1 p.m., and admission price is \$17.50 per person. For more information and to become a member of the Liberace Foundation, call 702.798.5595 or visit the website at Liberace.org.

ABOUT KASHI KICKS:

For over four generations since the era of the 19th century the Kashi name has been bringing bling to the world. From old Jerusalem in the 1930's to the streets of Brooklyn, New York in 1982 when the Kashi name was first brought to America, Kashi Jewelers has redefined the attitude and style of a fashion generation. Jewelry has always been a statement for fashion. They have served many different entertainment stars, professional athletes, and the general public. Alan Kashi - a.k.a 'AK' - had a vision that his and his family's collection of jewelry would later expand into Hip-Hop fashion in a way that would revolutionize an entire industry. His entrepreneurial talents were exhibited at an early age. With the early support of Meanstreet Entertainment and Pittsburgh's own R&B sensation CRAVE, Kashi Kicks quickly became one of the leading selling urban shoe lines, setting fashion trends initially for young Americans throughout all of Pittsburgh & Western PA. KashiKicks popularity has extended beyond the inner city, building on the success of suburbia as well as the urban area. Kashi Kicks Inc. insures the customers and consumers that we only use the finest quality materials to manufacture our product as well as the finest press to promote the product and take it to highest standards of the shoe industry. These standards, set from the early days of the jewelry company are now instilled in the Kashi Brand, the AK Collection by Kashi. The Future: a collaboration of attitude, hustle, style, stress, crave, ambition, fashion, direction and jewelry wrapped up into one sneaker; KashiKicks. www.kashikicks.com

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