



ALDAY COMMUNICATIONS

I N C O R P O R A T E D

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MEPHISTO NAMES ALDAY COMMUNICATIONS AS PUBLIC RELATIONS FIRM

FRANKLIN, Tenn. – Alday Communications, Inc. (ACI) has been selected to serve as the public relations agency of record for Mephisto USA, announced Ron Martin, President of Mephisto USA. The Franklin, Tenn.-based firm previously served in this role from 1999 to 2002.

“It is great to work side-by-side with a locally based agency. Alday has a proven track record and we are glad to have them back,” said Martin.

ACI has significant experience in the footwear segment. In addition to its previous experience with Mephisto, the company has worked with brands such as Georgia Boot and Durango Boot since 1994. The company also currently serves as the public relations firm for Rocky Brands.

“We are proud to have Mephisto USA back as a cornerstone client for ACI. Mephisto represents the best of the best and we look forward to helping them accomplish their goals in the U.S. through the implementation of an effective communications effort,” said Mike Alday, President of Alday Communications.

As the public relations agency for Mephisto, ACI will proactively work consumer and trade media to publicize and promote the Mephisto and Allrounder by Mephisto brands. In addition, ACI will support the company’s growth initiative for its Mephisto Concept Stores through local marketing promotion.

With worldwide headquarters in Sarrebourg, France, Mephisto was founded over 40 years ago by Martin Michaeli. Mephisto has a loyal following and strong international reputation for comfort and quality. Its unequaled handcrafted footwear styles include sandals, boots, clogs, dress and classic walkers as well as the ergonomic brand, Mobils. In recent years, the company has also introduced a more athletically-inspired brand, Allrounder by Mephisto.

Founded in 1994, Alday Communications, Inc. is a nationally competitive, full-service public relations and marketing firm located in Franklin, Tenn. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries and has special expertise in the industries of golf, footwear, publishing, sporting goods and gardening. For more information, visit www.aldaycommunications.com.

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