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OLGA KAY AND TWEAK FOOTWEAR JOIN FORCES FOR 'MOOSHOOS'

The New Addition to the Tweak Footwear Line Comes Just in Time for Warm Weather

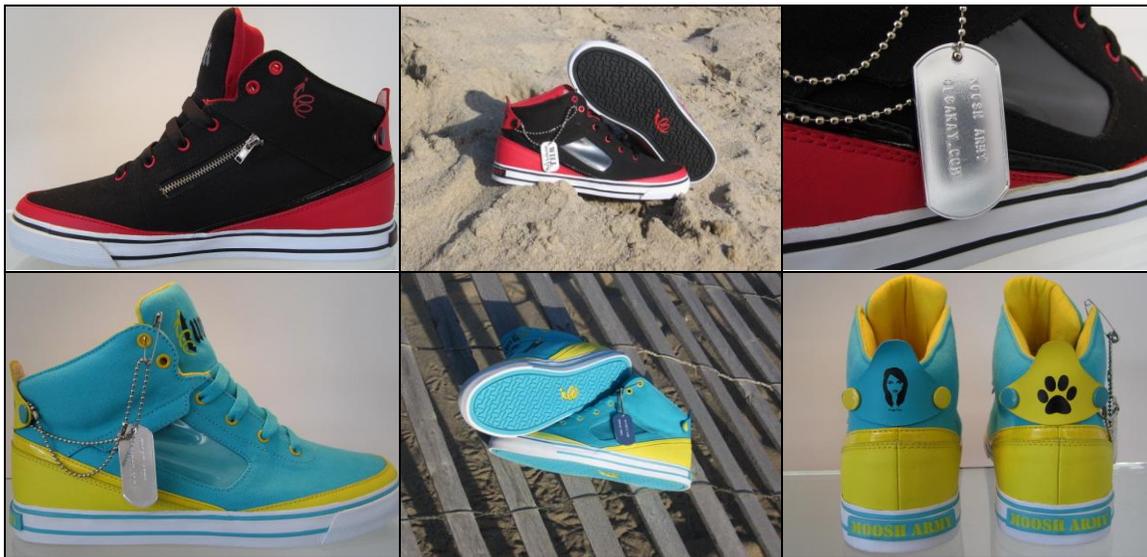
HERMOSA BEACH, CA (April 20, 2011) – With Spring in full throttle and Summer here in a hot minute, it's the perfect time for **Mooshoos** to hit the pavement at [TWEAK Footwear](http://www.tweakfootwear.com).

Mooshoos were designed by **Olga Kay** with the help of her enormous fan base (her "Moosh Army"), for teens and the teen-at-heart, and were executed by the creative team at TWEAK.

The highly anticipated street shoe, created with both male *and* female "Moosher" style appetites in mind, will be featured in two sizzling "hot" color combinations, and will include Moosh Army emblems, an Olga Kay image, dog-tags and other cool, quirky features only a true Moosher can appreciate (see images).

Tune in to [Olga Kay's channel](http://www.youtube.com/olgakay) (www.youtube.com/olgakay) to watch the official launch video. Fans can see the progress via [TWEAK's Design page](http://www.tweakfootwear.com/shoes/mooshoos/) (<http://www.tweakfootwear.com/shoes/mooshoos/>) and can order online at www.tweakfootwear.com.

If you like the Mooshoos, or want to Tweet this information click [here](http://clicktotweet.com/XY_p7). (http://clicktotweet.com/XY_p7)



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ABOUT OLGA KAY

Best known for her wildly popular “The Olga Kay Show,” Olga is a new media phenomenon with over 30 million views and close to 500,000 subscribers. Her comedic timing, acting and writing/producing talent shines in her breakout series. Because of her incredible fan base among teens and young adults, Olga has garnered attention from moguls in the entertainment industry, corporate America, and more, to whom she has on occasion lent her celebrity. In the budding realm of “NEW MEDIA” Olga and her “Moosh Army” are taking the “internet by storm.” Millions of people tune in to her show and laugh at her zany antics, and even more catch her many guest appearances (BlackboxTV, iamRogue’s ‘Tube Top,’ Disney’s ‘Take180’ and more)!



ABOUT TWEAK FOOTWEAR

Based in Hermosa Beach, CA, TWEAK is a lifestyle brand that translates into reality the desires and ambitions of young, contemporary consumers. Through interaction via social media sites, TWEAK connects relevant individuals to a community that supports and signifies modern youth culture, while creating a unique and culturally diverse product range.

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