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**AREA HIGH SCHOOL STUDENT TO MEET TEXANS' AHMAN GREEN
AT THE ATHLETE'S FOOT IN KATY, TX
Israel Adedipe Named Regional Winner of Retailer's *In My Shoes* Contest**

HOUSTON, October 8, 2007 – Israel Adedipe was searching online for scholarship opportunities when he came across a website promoting The Athlete's Foot (TAF) back-to-school contest which invited teens nationwide to share their goals for the upcoming school year. Israel submitted a written entry to the *In My Shoes* contest outlining his ambition to make the honor roll. This week, The Athlete's Foot announced that the aspiring scholar is a regional winner of the contest and will receive a TAF gift card and a personal meet-and-greet with Houston Texans running back Ahman Green on Monday, October 15th at the TAF store in Katy, Texas.

"The Athlete's Foot is committed to helping our customers reach their highest level of performance, both on and off the field," commented Robert W. D'Loren, President and CEO of NexCen Brands, Inc., TAF's parent company, "The *In My Shoes* contest aimed to help students identify and articulate their goals and to set them on the path to achieving them. We are pleased to put winners like Israel in contact with great athletes who will serve as an inspiration to them."

Texans running back Ahman Green is a fitting role model for Israel Adedipe. A scholar-athlete, Green was the two-time recipient of academic all-state honors growing up in Nebraska. To earn that recognition, he maintained an A average in high school while participating in his sport. Green went on to play at the University of Nebraska, where he was an honorable mention for the Academic All Big 12 Team, which recognized athletes who achieved a 3.0 grade point average or better while playing football. Drafted by the NFL in 1998, Green is working toward finishing his college degree in Geography.

"I can't believe I won!" commented Israel when he was informed he had the winning entry, "I've been working really hard to achieve my goal and am hoping to see that it's paid off when report cards come out this semester. Though my sport is basketball, I'm looking forward to meeting Mr. Green and talking with him about how he balanced school and his interest in sports."

Ahman Green and Israel Adedipe will meet on Monday evening, October 15th at Israel's local Athlete's Foot store in the Katy Mills Mall, 5000 Katy Mills Circle, Suite 215, in Katy, Texas. There, Green will sign commemorative photos provided by The Athlete's Foot for the public from 6:00 to 7:30 p.m. and will meet Israel and present him with a gift card prize from 7:30 to 8:00 p.m.

"One of the things I enjoy most about running a TAF store is the connection we have with our local community," said Don Odom, local owner of multiple Houston-area TAF

locations, "I'm pleased to unite this young man with an athlete who shares his dedication to academic success, and to offer our customers the opportunity to meet an outstanding pro athlete from our area."

The TAF *In My Shoes* campaign, which the retailer launched in late July invited students ages 13 to 18 nationwide to submit written or video ([YouTube](#)) entries stating their performance goals for the new school year. Local winners, selected from participating TAF stores, will receive a \$75 TAF gift card.

In addition to the Houston event with Ahman Green, nine other regional winners have won the opportunity to meet pro athletes from their communities, including:

- Redskins running back [Clinton Portis](#)
- Carolina Hurricanes goalie **Cam Ward**
- New York Knicks forward **David Lee**
- Atlanta Falcons running back [Warrick Dunn](#)
- Denver Broncos wide receiver **Brandon Stokley**
- Detroit Lions quarterback **Jon Kitna**
- Philadelphia Eagles wide receiver **Reggie Brown**
- Chicago White Sox pitcher **Mark Buehrle**
- New Orleans Saints receiver **Marques Colston**

The Athlete's Foot is thrilled to contribute a percentage of the proceeds from memorabilia sales at each regional meet-and-greet to [The Achilles Track Club's](#) (ATC) Achilles Kids program (www.achillestrackclub.org), which enables young people with all types of disabilities to participate in mainstream athletics, to promote personal achievement, enhanced self esteem and the lowering of barriers between people.

One national winner will have a one-on-one coaching session with one of the hottest professional athletes in the country. The winner and athlete will be announced by late October.

About [The Athlete's Foot](http://www.theathletesfoot.com) (www.theathletesfoot.com)

The Athlete's Foot® (TAF) is the world's first franchisor of athletic footwear stores and is recognized today as the world leader in athletic footwear franchising. Robert and David Lando opened the first The Athlete's Foot store in 1971 in Pittsburgh, Pennsylvania. It was the first athletic footwear specialty store of its kind in the United States. Soon thereafter, TAF began franchising domestically, with the first franchise store opening in Oshkosh, Wisconsin. The first international franchise store opened in 1978 in Adelaide, Australia, the beginning of TAF's expansion into over 45 countries. In June, 2007, NexCen Brands launched a global re-branding effort for TAF. Plans for reinvigorating the 36 year-old brand include an innovative new modular merchandising system, new in-store design, a modernized company logo, and a line of TAF branded apparel.

About [NexCen Brands, Inc.](http://www.nexcenbrands.com) (Nasdaq: NEXC) (www.nexcenbrands.com)

NexCen Brands, Inc. is the premier 21st century brand acquisition and management company focused on assembling a diversified portfolio of intellectual property-centric companies operating in the consumer branded products and franchise industries. The Company owns, licenses, franchises and markets a growing portfolio of consumer and franchise brands including The Athlete's Foot®, Bill Blass®, Maggie Moo's®, Marble Slab

Creamery®, Pretzel Time®, Pretzelmaker® and Waverly®. The Company licenses and franchises its brands to a network of leading retailers, manufacturers and franchisees that includes every major segment of retail distribution from the luxury market to the mass market in the U.S. and in over 50 countries around the world, and consists of more than 1,500 franchised stores. NexCen, through its information technology and franchisee support systems and advertising, marketing and public relations team, markets its brands to continually drive greater consumer awareness and brand equity for each of its brands. NexCen touches nearly every aspect of a consumer's lifestyle from the food they eat to the furnishings in their homes and the clothes and footwear they purchase.

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