

FOR IMMEDIATE RELEASE

Macsamillion, Legendary Shoe Retailer, Announces New Web Site

WALLINGFORD, Oxford – <enter date>, 2007— Macsamillion Shoes, an Oxford retailer for over 35 years, has announced today the launch of their new website. Macsamillion is a family run business, still owned by its founder and chairman, Mr James Maclachlan. It is located deep in the heart of historic Oxford, at the old covered market.

"It took two years to develop our web site, because we wanted to portray an image that would do our shop and business justice. Everyone who shops in Macsamillion has a unique and very special buying experience. We wanted to ensure this same level of service when we went to the web", said Macsamillion Founder James Maclachlan.

Macsamillion's website has an informative, secure and easy to navigate interface. It also reflects the retail shop in terms of look and feel and has a dedicated support page, where customer inquiries are handled instantly.

Representing a new era for Macsamillion, they are investing in new technology in hopes of becoming as visible to a new generation of customer as they have been to past customers.

"We had a long term vision of selling the finest shoes from around the world and selling them in a way as to give the customer a collection of shoes unrifled in Oxford, and most other city's in the UK. We also wanted to offer high quality customer service that they could tell there friends and family about. Over the last 35 years we feel we have

achieved our soaring aspirations, and are delivering on all aspects of our initial vision”, said Maclachlan.

Macsamillion Shoes can be found online at www.shoe-group.com.

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