

Phoenix Footwear Group, Inc. Announces Entering into a License Agreement with Pendleton Woolen Mills, Expanding Its Stable of Brands Press Release | 8/23/2021

Phoenix Footwear Group, Inc. (OTCMarkets.com: PXFG) announced today the expansion of its brand portfolio. Through a license agreement with Pendleton Woolen Mills, Phoenix will begin selling rubberized footwear; including sandals, boots and shoes, under the Pendleton trademark beginning in Spring of 2022.

Since 1863, Portland based Pendleton has created quality products that embody craftsmanship, enrich lives and connect generations. Best known for its luxurious wools, Pendleton stands as a true iconic American brand.

James Riedman, Phoenix Footwear's CEO, commented, "We are excited to add Pendleton to our existing brand portfolio. Pendleton has cultivated a loyal and growing customer base. We look forward to working with the Pendleton team to further expand that base while offering them great footwear choices."

With the first deliveries planned for February 2022, Phoenix has been introducing the Spring 2022 line over this past month. Interested retailers can see the product at industry shows including Atlanta Shoe Market, TRU Show, Northwest Market, BSTA and other regional shows.

About Phoenix Footwear Group, Inc.

Phoenix Footwear Group curates world class brands. Based in Carlsbad, CA, Phoenix designs, manufactures, and sells women's footwear with a focus on exceptional fit and comfort. The Company owns two well established brands, Trotters and SoftWalk. Phoenix is also the exclusive United States distributor of two European brands, Bueno and Carmela. These brands are primarily sold through better department stores, leading specialty retailers, mail order catalogues and leading internet retailers.

About Pendleton Woolen Mills

Pendleton Woolen Mills is a heritage lifestyle brand and the leader in wool blankets, apparel and accessories. Founded in 1863 and located in Portland, Oregon, Pendleton weaves iconic designs in two of America's remaining woolen mills located in Pendleton, Oregon and Washougal, Washington. With six generations of family ownership, Pendleton is focused on their "Warranted to Be a Pendleton" legacy, creating quality lifestyle products with timeless classic styling. Inspiring individuals from the Pacific Northwest and beyond for over 150 years, Pendleton products are available at Pendleton stores across the US, select retailers worldwide, and on pendleton-usa.com.