

Aboriginal owned company showcases traditional mukluks to A- List Hollywood Celebs

*Manitobah Mukluks Chosen as Featured Canadiana Gift at the DPA Style
Lounge during the 2008 TIFF*

*****For Immediate Release*****

Toronto: August 28, 2008: Métis entrepreneur Sean McCormick is delighted to announce **Manitobah Mukluks** has been invited as part of the exclusive **DPA Oasis Lounge Gifting Suite** at the **Intercontinental Toronto Centre Hotel** President's Suite, **September 4-12th, 2008**, during the **2008 Toronto International Film Festival**.

Mukluks are taking Hollywood and the fashion set by storm, featured in several international fashion magazines, and sported by the likes of Kate Moss, Beyoncé and Paris Hilton. "As a small start up based in Winnipeg, this is an incredible opportunity to expose the world to a traditional Aboriginal creation, one that is hand crafted, extremely comfortable, and stunningly designed high fashion footwear", said Manitobah Mukluks President, Sean McCormick.

Crafted at their manufacturing headquarters in Winnipeg, Manitobah Mukluks are hand sewn and incorporate traditional Aboriginal designs, including intricate beadwork, all while bearing little to no branding. "We're trying to keep several thousands of years of tradition alive in creating as authentic a Mukluk as possible...this why we also represent a number of Native artists from across Canada with the goal of ensuring that our traditions are not lost", added McCormick

Only a handful of companies are invited to the gifting suite, with an exclusive invite list limited to A list actors, producers and directors and those debuting their films at TIFF 2008. Past attendees to the DPA Style Lounge include **Eva Longoria, Sienna Miller, Sharon Stone, Charlize Theron, Morgan Freeman** to name a few.

About Manitobah Mukluks

Manitobah Mukluks is a Native-owned Canadian manufacturer of footwear rich in the remarkable tradition of our people.

The tradition of mukluks springs from native peoples' distinct relationship with nature and in this great land, Canada, where we have thrived in harmony with the seasons, using materials provided by nature.

The mukluk was required not to tear the birch bark of the traditional canoe, to withstand travel on the land, to tread quietly while hunting game, and to keep feet warm and dry through the rigorous Canadian seasons.

Beyond function, the beautiful mukluk has always been a symbol of prestige. Intricately patterned beadwork, luxurious furs, and pliable strong leather combine to create wearable artifacts of breathtaking beauty and function.

Manitobah Mukluks have exclusive retailers in Japan, the Netherlands, Italy, and Austria are currently seeking North American retailers.

About Sean McCormick

Sean McCormick, a young Métis entrepreneur, is the founder and CEO of Manitobah Mukluks. Since its inception in 1997, Sean McCormick has guided Manitobah Mukluks from a small local business to thriving producer of authentic Aboriginal footwear, serving international markets. Sean was born and raised in Winnipeg, Mb.

He lives on an organic farm in central Manitoba and is an avid outdoorsman.

For Media Inquiries, contact Publicist:

Joey Gill o.416.929.9397 c.416.556.0675 joeygill@hiconcept.ca

For more information visit: www.manitobah.ca

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