



FLIPS® Store Unveils New Franchise Program

Unique Retail Concept Says Hello Toes® to Fashionable Flip Flop Franchising

December 16, 2014: Bloomington, MN – FLIPS®, the original flip flop retail concept specializing in fashion and comfort, announced today the launch of its unique franchise program, with expansion targeting multiple locations throughout California, Arizona, Nevada and Florida. FLIPS has one of the largest inventories of quality flip flops in the retail industry, carrying more than 200 styles and offering world-class customer service acknowledged by guests everyday.

“FLIPS offers an exclusive assortment of the hottest new flip flops for women, men and kids,” said Rudy Simondi founder and CEO of FLIPS. “With flip flops being one of the fastest growing mainstream footwear choices, our team has decided now is the right time to expand our business and bring a wide selection of flip flops to people across the United States.”

FLIPS' proprietary patented merchandising system is extremely interactive and offers customers an easy and fun way to find the right style and size. Customers simply match the location number of the pair they like from the tabletop display, use the pull-out bar below to easily locate their size and find the perfect pair. “We're innovators in bringing fashion and orthotic comfort to the marketplace and it's a direction we're very excited about. We're not into the chain-store variety of plastic beach sandals,” said Simondi.

FLIPS business model is designed to be easy to learn and operate. FLIPS franchisees can help guests feel like they're instantly on vacation, as soon as they step inside the store. FLIPS' customers love fashion and are excited about the orthotic comfort options FLIPS offers.

“The collective retail experience of the FLIPS management team distinguishes our franchise opportunity from direct competitors,” said Valerie White, co-owner, FLIPS. “With more than 190 combined years of management experience with leading national retailers, our team has designed our training and support to help anyone step in and run a FLIPS store efficiently and successfully.”

The franchise program was developed with the help of Chicago-based iFranchise Group, and Las Vegas based Howard & Howard attorney, Matthew Kreutzer and initially will be rolled out in California, Arizona, Nevada and Florida followed by more locations throughout resort areas across the United States.

“Owning a FLIPS franchise is a great way for the right franchisee to build a future and have lots of fun at the same time,” said Greg Ross, co-owner, FLIPS. “We are committed to providing fabulous start-up and ongoing support to every franchise owner and are excited to bring the FLIPS experience to more flip flop devotees, all across the country.”

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About FLIPS®

FLIPS is an innovative and exciting retail concept specializing in fashion and comfort of brand name flip flops, carrying more than 200 style selections. Its proprietary merchandising system offers customers an easy and fun way to find the right style and size. FLIPS concept evokes a timeless state of mind focusing mainly on the quality, style and comfort of flip flops. With their location in Mall of America, FLIPS is offering franchise opportunities to qualified candidates. Backed with 90 years of collective retail experience and effective training and support systems, FLIPS franchise opportunity is designed to be a streamlined, affordable opportunity for people who want to control their destiny and their own business. For more information, visit flipsfranchise.com.