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**Shoe Startup MiBlox Offers Young Urban Market A Hip New Way To Represent Their Roots**

*MiBlox jumps into the urban footwear game with the launch of their first shoe, the "Representa" with a City Map Emblazoned across Each Shoe*

**/24-7PressRelease/** - ATLANTA, GA, April 30, 2008 - MiBlox jumps into the urban footwear game with the launch of their first shoe, the "Representa." Inspired by hip-hop culture and a unique design idea, the shoe will share retail real estate with urban icons like Phat Farm and Sean John and target young urban ages 13-34. What sets this shoe apart from other basketball or casual sneakers is its design, which is unique to every state. The Atlanta customer who purchases the "Representa" will "rep" his home town with a map of Georgia emblazoned on his shoe's uppers, while the Brooklyn customer will wear the map of New York. The "Representa" is currently designed exclusively for Georgia and Tennessee, with Florida, New York, California, Illinois, and a host of other states in production.

MiBlox was born as a result of overwhelming enthusiasm generated over a single pair of shoes. This shoe, now officially called the "Representa," was originally created by Mareo Harris, youth group founder and now President of MiBlox, as a prize to be given away to the winner of the M.V.P. award at a charity basketball event organized through his youth group P.E.N.N.I.E.S. Drawing from his personal experience and empathizing with the difficulties and temptations faced by urban youth, Mr. Harris created the group, an acronym for Positive Encouragement Now Needed In Exceptional Success, to provide activities to keep kids off the streets and out of trouble. Reaction to the shoe was so positive, that Mr. Harris received countless requests from community members to produce more shoes. Mr. Harris, the creative force behind the design, united with Andree Hepburn, marketing coordinator and now MiBlox Vice President, to set the wheels in motion for mass production.

A portion of every shoe sold will be donated to charitable organizations supporting programs for urban youth. In addition, the following inspiration is imprinted on the outsole of each shoe: 2 Peter 2:9: "But you are a chosen generation, a royal priesthood, a holy nation, a people belonging to God, that you may declare the praises of him who called you out of darkness into his wonderful light."

Look for the Representa's to hit streets near you Spring 08. [www.MiBlox.com](http://www.MiBlox.com)

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