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FOR IMMEDIATE RELEASE

UNIGUEST™ HOLDS SHOE DRIVE TO BENEFIT SOLES4SOULS® INC, THE SHOE CHARITY

Nashville, Tenn. (March 4, 2010) – Every 9 seconds, Soles4Souls, Inc. gives away another pair of shoes to someone in need. The shoe charity has earned glowing endorsements from Hollywood stars and professional athletes, but the people that truly make the non-profit organization effective are those who clean out their closets to personally donate their “gently worn” shoes such as Uniguest.

During the month of January, Uniguest employees worked together to rummage around closets or family members and friends to collect 178 pair of gently worn footwear to be donated to Soles4Souls.

“From sneakers to sandals, we got it all. The response was amazing to see” said Shawn Thomas, CEO and Co-Founder of Uniguest. “The response was incredible. About half way through the collection month, I found out one employee had personally donated 28 pair. I was blown away.”

Soles4Souls ships shoes to a people in need, whether they are victims of a natural disaster or subject to living in extreme poverty. ***It is estimated that Americans have 1.5 billion pairs of unused shoes lying in their closets.*** The charity can use each and every one of these pairs to make a tangible difference in someone's life.

“We can use the shoes taking up space in your closet to change the world one pair at a time,” said Wayne Elsey, Founder and CEO of Soles4Souls. “It’s one of the most simple yet profound gifts you can make, because it will greatly improve someone’s life in the most difficult of times,” he said.

But it really isn’t the soles that matter but the difference they will make to the soles who will receive them.

A Call to Action

To help change the world one pair of shoes at a time, Uniguest and Soles4Souls encourage individuals to donate shoes or make a monetary donation to the charity. For more information on how you can help, visit www.soles4souls.org.

About Uniguest™

Based in Nashville, TN, Uniguest™ is a diversified company providing print, technology, and specialized services globally for the hospitality, healthcare, and other industries. Products and services include custom printed publications, security software solutions, self-serve kiosk solutions, advertising sales, and help-desk computer support. More information is available at www.uniguest.com

About Soles4Souls®



Pictured (L to R): Judy Bourne, Philip Couch, Rosemary Kelly, and Jenea Johnson from Uniguest with Mehgan Heaton from Soles4Souls.

Soles4Souls is a Nashville-based charity that collects shoes from warehouses of footwear companies and the closets of people like you. We distribute these shoes, free of charge, to people in need around the world. Since 2005, Soles4Souls has given away over 7 million pairs of new and gently worn shoes (currently distributing one pair every 9 seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States. Soles4Souls is a 501(c)(3) recognized by the IRS and donating parties are eligible for tax advantages.