



July 12, 2011

For Immediate Release:

Warren Joseph, DPM has joined the Advisory Board of Shoe Care Innovations, Inc. (“SCI”), makers of the SteriShoe ultraviolet shoe sanitizer. Dr Joseph is a fellow of the Infectious Diseases Society of America and sits on the IDSA Diabetic Foot Infection Guidelines Committee. Dr. Joseph is a specialist in the treatment of lower extremity infectious diseases and the author of *Handbook of Lower Extremity Infections*.

Prior to joining its Advisory Board, Dr. Joseph worked with SCI in developing its recently completed clinical study conducted at the University Hospital at Case Western Reserve University. Dr. Joseph states: “the ability of the SteriShoe sanitizer to decontaminate shoes has been confirmed in this clinical study. Journal articles dating back as far as the 1950’s suggest that decolonization of shoe wear may be an important adjunct in the prevention of re-infection in both tinea pedis and onychomycosis. SCI provides an innovative solution to sanitize the inside of shoes in a proven, chemical free and easy to use product. I look forward to working with an innovative company like SCI that develops state-of-the-art treatment options to address the neglected in-shoe environment.”

In joining SCI’s Advisory Board, Dr. Joseph will continue to advise SCI in developing the protocols for its future clinical studies as well as providing expert option on continued improvements to the SteriShoe shoe sanitizer.

Shoe Care Innovations, Inc., based in Redwood City, California, is a leader in providing a healthier in-shoe environment and the pioneer of UV shoe sanitization.