

Shaquille O'neal Celebrates All-Star Weekend with Video Camera and Remote Control Versions of His New Dunkman(R) Game Shoe V6.2

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HOUSTON, Feb. 20 /PRNewswire/ -- Shaq celebrated All-Star weekend by launching his latest Dunkman Game Shoe style, V6.2, with two outrageous tricked-out versions. During pre-game interviews, he unveiled a size-23, remote-controlled car shoe and used a video-camera shoe complete with LCD monitor to capture Saturdays dunk contest.

"Last year's shoe phone was good, but every year I have to step it up," said Shaq. "I knew the Daytona 500 was running the same day, so I thought I would bring my own hot ride to the All-Star Game."

Basketball fans watching TV got their first look at the one-of-a-kind remote controlled Dunkman Game Shoe during a pre-game interview. The shoe was conceived by the "Big Aristotle" himself and created by Calif.-based 3D ID. Shaq personally worked side-by-side with 3D ID engineers to outfit the shoe with scaled 23-inch spinning chrome rims, wheel wells illuminated with red lights, and a diesel horn.

During the All-Star dunk contest, Shaq broke out his Dunkman Game Shoe Video Camera. The camera shoe was equipped with an LCD monitor located in the shoe's sole and the lens positioned behind Shaq's famous number 32 emblem located on the toe.

Both shoes celebrate the latest Dunkman Game Shoe style, V6.2, which began exclusive availability on Feb. 16 at Payless ShoeSource stores and Payless.com®. The Dunkman Game Shoes feature vibrant-red accents and a metallic Dunkman logo. The shoes deliver the latest styling details, high quality and performance technology and are among the best priced game shoes from a professional athlete.

The V6.2 style is available now for \$24.99 in youth sizes and \$39.99 in adult sizes at approximately 1,200 Payless stores nationwide including select stores in the following markets: Miami, New York, Chicago, Dallas, Detroit, Houston, Philadelphia, Phoenix, Los Angeles, San Francisco and Washington, DC.

Payless has launched a website dedicated to Dunkman Game Shoes V6.2, which is accessible from Payless.com. Video clips of Shaq's All Star Game unveiling of the new V6.2 style are viewable at the site.

The Dunkman Game Shoes are made possible through a licensing agreement with Exeter Brands Group, a company marketing athletic footwear and apparel for the value retail channel. The Dunkman trademark is a registered trademark of Mine O'Mine, Inc. and used under an exclusive license by Exeter Brands Group.

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