

## **Brazilian Brand Names Endai Worldwide Its Email Marketing Partner**

*By Rosica Strategic Public Relations*

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Sao Paulo Alpargatas S.A. has selected New York City-based Endai Worldwide as its e-marketing agency for Havaianas® (<http://www.havaianas.com>), a brand of flip flop that is taking the United States by storm. Endai will handle the brand's email marketing and provide the company with its proprietary technology, MarketTraq Email™ software, email creative design and optimization services.

Havaianas has enjoyed a cult following in Brazil since they were first introduced in the 1960s. Made from a special rubber formula that makes the sandals "soft as marshmallows, light and highly durable," Havaianas are available in a wide variety of fashion-forward colors and designs. In June of 2007, the company opened its first U.S. showroom and corporate offices in New York City's Soho neighborhood.

Endai Worldwide has been building businesses on the Web from its headquarters in Manhattan's historic South Street Seaport since 1999. The company has become a global leader in Internet marketing, lead generation and online brand development with Internet marketing agency services and proprietary software the company has developed over nearly ten years in business. The company serves a variety of clients in the travel and hospitality, financial services, health and wellness ,publishing and telecom industries. For more information, visit <http://www.endai.com>.

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