



For Immediate Release

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apara® Launches Slingies™ Gel Insole for Slingbacks, Open-Toe Shoes and Sandals

Now Sexy Shoes Don't have to Hurt

Research Triangle Park, NC, August 1, 2006 – apara, the luxury footwear accessory maker, introduces **Slingies** gel insoles. The totally new gel product is designed for slingback and open-toe shoe styles. Fashioned with Implus innovative **Stick + Stay** technology, **Slingies** are guaranteed to stay in place all day and into the night for lavish comfort.

Implus celebrity pedicurist Carla Kay provided valuable insight into **Slingies** development. “My clients spend lots of time in beautiful shoes that can hurt their feet,” remarks Ms. Kay. “**Slingies** help them stay comfortable and happy all day long.” Carla’s client list includes such Hollywood notables as Debra Messing, Lindsay Lohan and Kristin Davis.

Slingies join the complete line of apara gel footwear accessories and luxury socks. For more information please visit www.aparafootcare.com or call Implus

customer service at 800-446-7587. **apara** products are available in luxury shoe stores worldwide and online with retail prices of \$7 - \$14.

About Implus Footcare, LLC

Headquartered in North Carolina's Research Triangle Park, Implus is an innovative leader in the "below the ankle" categories of insoles, performance socks, shoe laces and shoe care. Implus' brands include Airplus®, Sof Sole®, apara®, Yaktrax® and Sof Comfort® and are distributed in over 50,000 retail outlets across North America and in 65 countries worldwide. For more information, please visit www.implus.com or call (800) 446-7587.



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