

For Immediate Release

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### **Implus Footcare, LLC Announces First International Acquisition**

(Research Triangle Park, NC) – July 29, 2010 – Implus announced today they have completed the acquisition of Eurosphere/Anticipation, a France-based company that sells Sneaker Balls and other deodorizing products throughout the European Union. For the past twelve months, Eurosphere/Anticipation has also acted as a master distributor for Implus products in Europe. Going forward, Eurosphere/Anticipation, which will be renamed Implus EU, will act as the European distribution platform for all Implus products.

Seth Richards, Chief Executive Officer of Implus, said, "Eurosphere/Anticipation has strong distribution, customer relationships, and management. We believe this acquisition strategically positions Implus for a solid entry into the European outdoor and sporting goods markets. We are very excited about this acquisition and look forward to growing the Implus business model internationally."

Frédéric Cardaliaguet, who previously served as a Vice-President at a division of Louis Vuitton, will run the Implus EU operation as Vice-President.

The acquisition of Eurosphere marks Implus' fifth major acquisition over the past three years. The company recently purchased Yaktrax®, a unique line of winter traction footwear, SneakerBalls, a line of sports air fresheners, Little Hotties® a leading provider of hand, body and toewarmers and Highgear®, a leading provider of performance watches, navigational tools and accessories. For more information on Implus or any of their brand families visit [www.implus.com](http://www.implus.com) or call (800) 446-7587.

#### **About Implus**

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in footcare and outdoor accessories. Implus' brand family includes Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Little Hotties® and Highgear®. From insoles, socks, shoecare and apparel care to navigational tools and seasonal accessories, Implus proudly distributes in over 75,000 retail outlets across North America and in 65 countries worldwide. For more information, please call (800) 446-7587 or visit [www.implus.com](http://www.implus.com).

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