



For Immediate Release

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Sof Sole Launches Next Generation of Performance Socks

Updated Line Improves Performance Through Superior Moisture Management and Comfort Properties

Research Triangle Park, NC, August 1, 2006 - Footwear accessory leader Sof Sole® today announces its next generation of performance socks specifically designed to manage foot moisture levels and provide advanced foot comfort. The new line features 3 new styles, Performance Lite, Performance Cushion and Performance Protect. All new socks feature Sof Sole's exclusive Hydrologix™ moisture transport technology designed to move moisture away from the foot. When combined with Sof Sole insoles, the new performance socks create a moisture management system that reduces moistures thereby lessening overall friction and skin irritation.

Sof Sole Performance Socks fine-knit, 168 needle count construction offer a snug fit that reduces movement of the foot. Integrated arch support and pocketed heels combine in this effort to create a glove-like fit. All three new styles have over 70% technical fabric that increases moisture transport and reduces abrasion.

“Anyone who participates in sports knows that being comfortable on your feet can help improve your performance,” said John Andrews, Vice President of Marketing for Implus Footcare. “Our new performance sock line combines the latest in technology and engineering for the most comfortable socks ever.”

Podiatrist Dr. David Sharnoff, who is one of the leading podiatry sports consultants in the U.S., says that comfort is especially important for active athletes. “Many of my patients have their exercise routines interrupted because they haven’t properly taken care of their feet. The new Sof Sole performance sock line offers a simple solution for basic foot protection.”

About Sof Sole

Sof Sole is a brand of Implus Footcare, LLC., headquartered in North Carolina’s Research Triangle Park. Sof Sole is a leading footbed, lace, and shoe care brand in sporting goods and shoe stores, with distribution in thousands of retail outlets across North America, and in 65 countries throughout the world. For more information, visit www.sofsole.com or call 1-800-446-7587.

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