



For Immediate Release

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Implus Footcare® Acquires Sneaker Balls® *Footwear Accessory Leader Continues to Expand Brand Families*

Research Triangle Park, NC– Implus Footcare, LLC, a leader in footwear accessories, announced today the acquisition of Sneaker Balls®, a patented shoe deodorizing product. “The Sneaker Balls acquisition further complements our commitment as a leader in the footwear accessory market,” said Todd Vore, Implus President. “We are excited to add Sneaker Balls to the Implus portfolio of market leading brands.”

Sneaker Balls are small air fresheners that fit just about anywhere. They are small and strong enough to tackle any odor inside a sneaker, gym bag or locker. “Sneaker Balls are a niche product that complements the very successful Sof Sole ‘One-Stop Shop’ footwear accessory program,” said Implus President, Todd Vore. “Sneaker Balls will provide our retail partners a tremendous opportunity to further grow sales and profits, while leveraging Implus’ logistic services.”

This is Implus’ second major acquisition in the past 14 months. In May 2006, Implus acquired Yaktrax, the market leading snow and ice traction device. “Acquisitions are part of our growth strategy,” said Vore. “We are constantly looking for new products and programs to provide better ROI for our retail partners.”

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 Sof Sole®, Yaktrax®, apara®, Airplus® 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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