



JIMMY V
CELEBRITY GOLF CLASSIC
for Cancer Research



For Immediate Release

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Sof Sole Partners with The Jimmy V Celebrity Golf Classic to Support Research Mission
Durham-based Footwear & Accessories Brand Serves as Sponsor of Tournament

(Cary, N.C.) --- The Jimmy V Celebrity Golf Classic, a premier celebrity golf fundraiser for The V Foundation for Cancer Research, is proud to announce that Sof Sole will serve as the 2010 Signature Sponsor for the "Jimmy V Cruise to Key West" event. This fun-filled event will take place on Friday, August 20, 2010 at the Raleigh Convention Center. It is open to the public and is one of the many exciting events leading up to the 17th annual Jimmy V Celebrity Golf Classic to be held on August 22, 2010 at the Lonnie Poole Golf Course on NC State University's Centennial Campus.

"Sof Sole is proud to support The V Foundation for Cancer Research and all of their fundraising events," said Todd Vore, President of Sof Sole parent company Implus. "This disease has affected so many of us, and we are delighted to contribute to The V Foundation's efforts to raise funds and help find a cure for cancer."

Sof Sole is a division of Implus, headquartered in North Carolina's Research Triangle Park. Sof Sole is a leading footbed, hosiery, and shoe accessory brand in sporting goods, with distribution locally at technical running stores including 9th Street Active Feet, Inside Out Sports and The Athlete's Foot, and nationwide at Dick's Sporting Goods, Finish Line and Famous Footwear.

"We are so thankful to all of our sponsors for supporting us in our mission to find a cure for cancer," said Anna Jackson, Marketing Director for The Jimmy V Celebrity Golf Classic. "The Friday night Cruise to Key West Party will be a great event and we encourage the public to join us for this unique occasion."

Each year, The Jimmy V Celebrity Golf Classic brings together dozens of celebrities, local and national sponsors, and over 300 volunteers to raise money for cancer research. This year's sponsors and celebrities will gather in Raleigh at the Lonnie Poole Golf Course on the Centennial Campus of NC State University to raise funds for The V Foundation of Cancer Research. To find out more about the Jimmy V Celebrity Golf Classic and how you can get involved, log onto www.golfclassic.org or call 919-319-0441.

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$95 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received seven consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

About Implus Footcare

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in "below the ankle" footwear and outdoor accessories. Implus' brand families include well-respected industry product names Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Granger's®, Little Hotties® and Highgear®. From insoles to performance socks to shoe care to navigational tools and 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.

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