



For Immediate Release

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Implus Footcare® Acquires YAKTRAX®

Footwear Accessory Leader Takes a Giant Step in the Outdoor Sports Marketplace

Research Triangle Park, NC, May 15, 2006 – Implus Footcare, LLC, the leader in performance footwear accessories, today announced the acquisition of YAKTRAX®, the foremost brand in snow and ice traction devices. “YAKTRAX is an ideal brand to add to our portfolio,” said Seth Richards, Implus CEO. “We plan to rapidly expand the brand through our global sales, distribution and marketing platform.”

YAKTRAX® joins Implus' range of “below the ankle” footwear accessory brands including Sof Sole®, Airplus®, apara® and Sof Comfort®. “The YAKTRAX brand has a loyal consumer base and offers a complementary product line to our brands,” observes Implus President Todd Vore. “The YAKTRAX brand gives Implus

a new platform for growth and a recognized brand to enter the quickly growing outdoor channel."

Total Implus revenue with the new brand is projected to approach \$70 million for fiscal year 2006. "The exciting part of this transaction is that it is 100% incremental to our current business and provides an attractive avenue for future growth," comments Mr. Vore.

Steve Couder, National Sales Manager for YAKTRAX, will continue to lead sales for the new division. "The Implus Footcare accessory platform will foster rapid growth of the brand by leveraging sales, distribution and marketing functions," says Mr. Couder. "Both brands are driven by innovation and dedication to growing retailers' bottom lines by optimizing accessories sales."

YAKTRAX is available at over 10,000 retail locations in over 20 countries. For more information, please visit www.YAKTRAX.com or www.implus.com.

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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