



For Immediate Release

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YAKTRAX® Supports Boarding For Breast Cancer

YAKTRAX® Will Donate \$5.00 to Boarding for Breast Cancer for Every Yaktrax Pro™ Traction Device Sold at X-games

Research Triangle Park, NC, 23 January 2007 – Yaktrax, the leading brand of winter traction devices will donate \$5.00 to every product sold on-site at X-fest during the ESPN Winter X Games in Aspen, Colorado. Additionally, the Yaktrax team will be onsite at X Fest, a unique component of the X Games, featuring a sponsor village, live music, interactive parks, new products demos and more during January 25-28.

“Implus is honored to help increase awareness and the importance of early detection by supporting Boarding for Breast Cancer,” said John Andrews, Vice President of Marketing for Implus Footcare. Implus plans to continue supporting Boarding for Breast Cancer in various ways after completion of the ESPN Winter X Games.

Yaktrax will also be onsite January 27-30, during the Outdoor Retailers Market show in Salt Lake City, Utah, in which the brand will showcase its new product line and also be giving away winter ski hats for a \$5 donation to Boarding for Breast Cancer.

To learn more about Boarding for Breast Cancer go to www.b4bc.org



About Yaktrax

Named after the sure-footed Tibetan Yak, YAKTRAX stretch over everything from winter boots to jogging shoes. Once in place, a grid of skidlock steel coils give users the traction of the famed mountain sheep on hard-pack snow and ice. As you walk or jog, dozens of edges bite into snow and ice, providing stability and grip in all directions. Ideal for avoiding slips and spills on snow and ice, users can take their normal stride without fear of falling or risking injury. 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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