



For Immediate Release

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YAKTRAX® Expands Product Line

Leading Traction Device Company Adds Performance Footbeds and Multi-Sport Socks to Product Portfolio

Research Triangle Park, NC, 26 January 2007 – Yaktrax, the leading brand of winter traction devices is introducing a new line of performance Footbeds and outdoor socks designed for active outdoor enthusiasts. Like its market leading line of traction devices, the new products are designed to enhance the comfort and safety of outdoor footwear. New products include the Shock™, Stability™ and Heat Moldable™ Footbeds and Merino wool Multi-Sport™ Socks. The new line will be previewed at the Outdoor Retailer show in Salt Lake City, January 27-30.

“These new items add an entire new dimension to the Yaktrax product line and provide a year-round incremental sales opportunity for our retail partners,” said Steve Couder, Director of Sales for Yaktrax. “As the brand has grown, many retailers and consumers have asked us to provide additional products that increase their enjoyment of the outdoors as much as Yaktrax Walker and Pro. We believe these are the answer.”

To help promote the launch of the new products, the Yaktrax team will be onsite during the Winter X games, Sundance Film Festival and Brainerd Ice Fishing Extravaganza in which the brand will showcase its new product line and also be supporting Boarding for Breast Cancer.

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



“We are bringing Yaktrax to the largest audience ever,” said John Andrews, Vice President of Marketing for Implus Footcare, Yaktrax parent company. “The brand response has been amazing as we've reached deep into emotional engagement with the target audience.”

To preview the new line, please visit Yaktrax at the Outdoor Retailer Show, Stand #29121.

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 gives users the traction of the famed mountain sheep on hard-packed 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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