



For Immediate Release

Contact:

Mike Dixon
Genesis Marketing
919.812.1354
mike@genmp.com

Greg Stryker
Implus Footcare
919.544.7900
gstryker@4implus.com

Highgear® Joins Implus' Family of Brands

Acquisition Continues to Expand Implus' Outdoor Product Offerings

(Research Triangle Park, NC)– Implus Footcare LLC is proud to announce the company's acquisition of Highgear®, a leading provider of performance watches, navigation tools and accessories. The acquisition comes as Implus continues its commitment to expanding its current outdoor and sporting goods product offerings.

With the goal of creating a unique line of compact and affordable outdoor navigation tools, Highgear® aims to enhance the outdoor enthusiasts' experience through innovative products. Collections include altimeters, compasses, pedometers and navigational devices, as well as licensed New Balance sports monitors. Built with the highest quality design at a competitive price, Highgear's® blend of technology and function in all products offer the very best "tools for adventure".

“Joining the Implus family provides Highgear with a new sense of energy and additional resources to continue our growth and expansion, and to meet the changing needs of the outdoor market,” said Mike Hosey, President and Founder of Highgear. “The shared strengths and synergies we have with Implus was obvious from the get go, making this transition a natural fit for the Highgear brand.”

“The addition of Highgear® to the Implus brand family greatly increases our reach to the growing outdoor consumer segment,” said Todd Vore, President of Implus. “Highgear's® line of products allows us to meet the many needs of outdoor enthusiasts and complements our other outdoor brands: Yaktrax, Granger's and Little Hotties Hand & Body Warmers.”

The acquisition of Highgear comes on the heels of the company's relocation to an expanded facility in Research Triangle Park, North Carolina. Boasting over 252,000 square feet, the new Implus location brings all of Implus' distribution operations under one roof. Over the last two years, the company has successfully acquired and grown three major brand expansions: Yaxtrax®, a unique line of winter traction footwear, Sneaker Balls®, a line of sports air fresheners, and Little Hotties Warmers®, a leading provider of hand, body and toe warmers. Implus also became the North American distribution channel for Grangers®, a leading company specializing in performance care treatments for fabrics and leather.

For more information on Highgear, visit www.highgear.com. For more information on Implus or any of their brand families, visit www.implus.com or call (800) 446-7587.

About Implus Footcare, LLC

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in footcare and outdoor accessories. Implus' brand family includes Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Little Hotties® and Highgear®. From insoles, socks, shoe care and apparel care to navigational tools and seasonal 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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