



For Immediate Release

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**Implus Footcare Expands Product Offering with Acquisition of
Little Hotties Warmers**

(Research Triangle Park, NC)– Implus Footcare LLC, one of the world’s leading companies in below the ankle footwear accessories, is proud to announce the company’s acquisition of Little Hotties Warmers, a leading provider of hand, body, and toe warmers. The acquisition comes as Implus Footcare looks to build on its current outdoor and sporting goods product offerings.

Little Hotties Warmers was started in Snoqualmie, Washington in 2004 by Rick Wood, and has experienced tremendous growth in the past few years. Their products can currently be found at Menards, Pep Boys, Costco, REI and many other retailers nationwide. Little Hotties Warmers can be used by athletes, sportsmen, skiers, construction workers or anyone wanting to stay warm during outdoor activities.

“We are delighted to add Little Hotties Warmers to our Implus brand family,” said Todd Vore, President of Implus Footcare. “The brand has shown outstanding potential and the product is a logical fit within our company as we strive to meet the needs of outdoor enthusiasts and the everyday consumer.”

The acquisition of Little Hotties Warmers marks Implus’ fourth major brand expansion over the past two years. The company recently expanded in 2007 with the acquisition of Yaktrax, a unique line of winter traction footwear, and Sneaker Balls, a line of sports air fresheners. Implus also became the North American distribution channel for Grangers in 2008, a leading company specializing in performance care treatments for fabrics and leather.

For more information on Little Hotties Warmers, visit www.littlehottieswarmers.com. For more information on Implus Footcare 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 is an innovative leader in the “below the ankle” categories of insoles, performance socks, shoe laces and shoe care. Implus’ brands include Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls® 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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