

## For Immediate Release

### Flojos Pairs Style with Lasting Comfort in Men's 2010 Sandal Line

THOUSAND OAKS, CA (January 4, 2010) – Nothing says cool, casual and confident quite like Flojos' line of men's sandals for spring 2010. Guys will love the fact that Flojos sandals provide them with all-day comfort and support *and* style.

"Durability and comfort are always at the forefront of Flojos designs," said Alan Beatty, vice president of marketing for Flojos. "We provide sturdy sandals coupled with style, so that our customers can truly get maximum use and satisfaction from their footwear."



Guys will travel in style in 2010 in the casual and athletic leather **Swift** thong (*pictured above*). With a suede foot bed, cupped heel and swooped back to keep the heel balanced and in place, these sandals will take you from one activity to the next with ease. They are available in black, brown and tan; MSRP: \$49.



Perfect for throwing on after working up a sweat on the basketball court, or if your feet are in need of a little TLC, the **Xander** (*pictured left*) features a thick memory foam footbed and a soft lined strap, providing men with all-day ultra cushy support. Available in black, brown and camel; MSRP: \$29.

The name says it all with the **Traveler** (*pictured right*). Made for the guy on the go, this sandal features a rolled comfort footbed, arch support and a slight heel cup. Available in black and brown; MSRP: \$36.



Thousand Oaks, Calif.-based Flojos has offered high-quality footwear for the casual, active lifestyle since 1979. Flojos is one of the top beach sandal manufacturers and is a name synonymous with fashion, comfort and style. Look for Flojos footwear nationwide in chain stores, surf shops, specialty stores and fashion boutiques. Purchasing is also available at [www.flojos.com](http://www.flojos.com). Media interested in a catalog, samples, high-res images or more information may contact Jamie Relth at On the Horizon Communications: [jamie@thepressroom.com](mailto:jamie@thepressroom.com) or (805) 773-1000.