

**FOR IMMEDIATE RELEASE—**

## **Enjoy an Endless Summer 2010 in Flojos Sandals**

Comfortable, Classic Styles for the Beach—and Everywhere Else Your Board Takes You

THOUSAND OAKS, CA (January 6, 2010) — Flojos will present some of their hottest summer sandal styles at the **Surf Expo, booth #1408, January 14 -16, 2010**, with shoes that prove surfing isn't just a sport—it's a lifestyle. From the shore to shopping to kicking back at the resort, the latest Flojos sandals for women and men are ready to follow the surfer on an all-year, and multi-terrain *sole*-searching adventure. *Flojos will also exhibit at Magic, February 16 - 18, 2010.*

### **WOMEN:**

Simple, sweet, and versatile, the **Pixie's** whimsically decorated soles carry your feet in comfort and style from the surf session to the taco stand or even to the surfer-wedding on the sand. Available in black, brown, and white; MSRP: \$22.



*Pixie*

Surfer girls with style, meet **Miranda**. This cool, braided-strap sandal weaves the free-spirited surfer lifestyle with the world of fashionable footwear. The soft intertwining straps pair with a henna-esque foot bed design for stylin' surf footwear you can comfortably wear anywhere—from the sand to the dance floor; available in chestnut and black; MSRP: \$26.



*Miranda*

### **MEN:**

Men will love to wander from the lookout point to the beach-side bar and beyond in the comfortable **Xander**. Crafted with wave-like grooves to keep the foot afloat through all of the day's adventures, the Xander's smooth suede strap also spruces up the beach boy's feet for when he needs to be a bit more suave. Available in black, brown and camel; MSRP: \$29.



*Xander*

There is no better companion for the Endless Summer surfer than the **Traveler** sandal. With arch support and a slight heel cup, the Traveler will tempt your toes forward in the quest for the perfect wave. Available in black and brown; MSRP: \$34.



*Traveler*

Look for Flojos footwear nationwide in chain stores, surf shops, specialty stores and fashion boutiques, or 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 or (805) 773-1000.