

FOR IMMEDIATE RELEASE

Injinji® Outdoor Series Toesock Offers Smart, Adaptable Technology for Optimal Performance

SAN DIEGO, CA (June 16, 2008) - When embarking on an outdoor adventure, unpredictable climate and trail conditions make proper preparation imperative - even when it comes to socks. **Be equipped to take on any type of terrain, no matter the elements, with Injinji's Outdoor Series Toesock, a five-individual-sleeve interface specifically designed to adapt to and excel in virtually any outdoor environment.**

Those who are outdoor-bound can choose from the **temperature-gauging NüWool™, a blend of soft Merino wool, nylon and Lycra®,** or the **new lightweight, 2-ply Liner Series in either CoolMax® or NüBamboo™,** a comfortable and protective base layer that can be paired with a traditional outer sock.

Both series are built with Injinji's patented, performance-enhancing Anatomical Interface System (AIS) technology - engineered to separate each toe with a thin, anti-friction fabric layer that's both lightweight and breathable.

So whether worn while backpacking in mountains high or mountain biking in valleys low, the tetrasocks, or 'tsoks,' allow for natural, **restriction-free movement from the heel to the five toes, encouraging healthy circulation and preventing blisters from developing by eliminating skin-on-skin contact between the toes.**

Ideal for **everything from trail running to hiking to trekking** and more, Injinji's Outdoor Series marries Merino wool's natural high-performance attributes with the best modern, man-made technology to create NüWool - an ultrafine, natural-wicking, trans-seasonal yarn that self-regulates to keep both skin temperature and the entire foot comfortable.

"Wool has long been recognized as a versatile, durable and comfortable choice for socks and other clothing, but NüWool is not to be confused with the bulky, cumbersome fibers of the past," explains Injinji Co-Founder Randuz Romay. "This technology is sleek, supple, swift and optimal for outdoor performance."

A **renewable and biodegradable fiber,** Merino wool offers a **climate-regulating component that seems to read the temperature outside and adjust accordingly,** keeping the feet cool in the summer and cozy in the winter. By blending nylon and Lycra with its NüWool technology, Injinji's Outdoor Series offers a **natural, durable, soft sock with a customized, comfortable fit.**

"Lasting comfort is critical in relation to performance of the feet during outdoor activities," said Romay. "From its anatomical five-toe design to its intelligent fabric content, the Outdoor Series easily out-performs any other athletic wool sock."

The Outdoor Series is available in a variety of sizes for men and women in Crew and Quarter styles and is offered in Forest, Slate and Lavender. MSRP: \$16. The Liner Series is also available in various sizes for men and women in CoolMax or NüBamboo Crew styles and is offered in White and Tan, respectively. MSRP: \$12

Injinji is the maker of performance toe socks ("tsoks") for sport, outdoor and casual use. Mirroring the mittens-versus-gloves concept, Injinjis break the traditional sock mold with a design that enables wearers to fully utilize the agility, dexterity and balance associated with each individual toe while providing a seamless layer of sport-specific comfort and protection. The Injinji Team is composed of elite runners, marathoners, coaches and adventure- and ultra-athletes that have adopted Injinjis as their sock of choice. For more information on the company, visit www.injinji.com.

Editorial media may contact On the Horizon Communications at (805) 773-1000 or email jordan@thepressroom.com for additional information, images or product samples.

