

FOR IMMEDIATE RELEASE

Injinji® Performance Toesocks Receive American Podiatric Medical Association Seal of Acceptance



SAN DIEGO, CA (June 30, 2008) - Injinji, the originator of performance toesocks or “tsoks,” received the prestigious American Podiatric Medical Association (APMA) Seal of Acceptance for its Performance Series. The tsoks are ideal for running, walking, cycling, and other high-performance activities.

The APMA Seal of Acceptance recognizes products that are found to be beneficial to foot health and raises awareness among podiatrists and the consumer about products of exceptional quality that are manufactured with the consumer’s comfort and safety in mind.

“Injinji toesocks are uniquely designed, biomechanically correct footwear that strengthen foot musculature,” explained Dr. Marc A Benner, a podiatrist with the Institute for Diabetic Foot Research in Glendale, NY. He added, “The individual supportive toe structure also provides great anti-perspirant qualities that dramatically reduce friction and stress. The socks provide my patients with comfort, style and support in both athletic and casual wear.”



Mirroring the mittens-versus-gloves concept, Injinjis enable wearers to fully utilize the agility, dexterity and balance associated with each toe. The toesocks encase each toe with a thin, anti-friction material that’s both lightweight and breathable. This allows the entire foot to function naturally and freely from the heel to the five toes, eliminating friction, and protecting against common foot problems such as blisters, hot spots, moisture buildup and neuromas.

Completely seamless and constructed with moisture-wicking CoolMax® fibers in a durable nylon and Lycra fiber outer shell, the tsok forms to every contour of the foot. The revolutionary Injinji tsok design received two patents in 2004.

“We have worked hard to make a sock that is more than a tube of fabric, but a unique interface between the shoe and the foot,” said Injinji Co-Founder Randuz Romay. “We’re extremely pleased to be acknowledged by such a prestigious medical organization for our efforts to create an exceptional, performance-enhancing sock.”

Founded in 1912, the American Podiatric Medical Association is the nation's leading professional society for foot and ankle specialists. The association has component societies in 53 locations in the U.S. and its territories and a membership of close to 11,500 doctors of podiatric medicine. For free foot health information, visit www.apma.org.

Founded in 1999, Injinji is the maker of performance toe socks (“tsoks”) for sport, outdoor and casual use. 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 San Diego-based 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.