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On the Horizon Communications to Handle PR for Injinji Performance “Tsoks”



SAN DIEGO, CA (April 17, 2008) – **Injinji**, the San Diego, CA-based pioneer of performance toe socks, **has retained On the Horizon Communications**, a full-service PR firm based in Pismo Beach, CA, **to handle public relations for its revolutionary line of socks and other performance gear.**

Founded in 1999 by brothers Randuz and Joaquin Romay, Injinji’s patented performance toe socks – or “tsoks” – are specially designed to enable the entire foot to perform

naturally and efficiently from the heel to all five toes, whether it’s within a shoe, boot or sandal.

“Everything about the conventional sock seemed unnatural to us, so we went about designing a product that would allow the wearer to take complete advantage of the full range of motion of all five toes – essentially simulating the freedom and agility of bare feet, but with the added comfort and protection a sock is expected to provide,” said Randuz. “The result is as easy to appreciate as the difference between mittens and gloves.”

The Injinji collection is currently composed of six product lines:

- **Performance:** Five-toe socks featuring moisture-wicking CoolMax® fibers and a durable nylon outer shell ideal for running, walking, cycling, track and field and more
- **Outdoor:** Ultra-comfortable five-toe socks with moisture-wicking NüWool™, perfect for trail running, hiking, mountain biking and other adventure sports
- **Eco:** Environmentally-conscious five-toe socks made with 70% organic cotton or 70% naturally antimicrobial NüBamboo™ for a healthier tsok and planet
- **Liner:** Five-toe base-layer socks designed to keep feet cool, dry and protected when used under a traditional outer sock
- **Comfort:** Five-toe socks offering everyday comfort thanks to a superior fit and fine, combed mélange cotton
- **Split-Toe:** A year-round sock designed with a space between the big toe and second toe ideal for use post-performance, beside the campfire, with flip-flops or just around the house

New tsok offerings are also slated to revolutionize the ski and snow market in fall 2008, while gloves and performance sport accessories round out the Injinji line-up.

Through targeted PR efforts, On the Horizon Communications plans to bring increased visibility to all of Injinji’s product lines while simultaneously encouraging both media and consumers to explore the superior physiological technology of the tsok.

“Injinji socks are something that can be appreciated by most everybody, from athletes to virtually anyone who’s on their feet, and we’re excited to take on the challenge of spreading the word,” said On the Horizon President Holly Padove. “A five-toed sock was a previously overlooked concept that Injinji is now executing to perfection.”

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 emily@thepressroom for additional information, images or product samples.