



Client Contact: Deirdre Ostrowski (858) 222-8351; dostrowski@injinji.com
Agency Contact: Holly Padove (805) 773-1000; holly@thepressroom.com

FOR IMMEDIATE RELEASE

Injinji® Adds Ultra Runner Dave Mackey to its Athlete Roster

SAN DIEGO, CA (March 14, 2012) – [Injinji](#), innovator of the patented [Performance Toesock™](#), is pleased to announce ultrarunner Dave Mackey as the newest member of its Team Injinji family of athletes.

Boulder, CO-based Mackey, UltraRunning Magazine's 2011 Ultra Runner of the Year, will assist Injinji with new product development and testing and will wear a variety of the company's leading-edge Toesock products throughout the upcoming race season.

"Through Team Injinji and core product we remain supportive and committed to the ultrarunning community, which is why we are so excited to welcome a runner of Dave's stature," said Russell Nadel, senior vice president of operations and general manager of Injinji. "His accomplishments in both adventure racing and ultrarunning are impressively exhaustive, and we look forward to getting him intimately involved in new product developments that specifically address the types of terrain and mileage he's so adept in."

Mackey finished first in five ultramarathons in 2011, including the Miwok 100K in Northern California, the nation's largest 100-kilometer race, and won his first ultra of 2012, the Golden Gate 50K, in Marin County, CA, just north of San Francisco. He'll also be racing this weekend, March 17, at the Chuckanut 50K in Bellingham, WA, which will host one of the most competitive fields ever assembled.

"It's an honor to be a part of Team Injinji and this tremendous group of athletes," said Mackey. "As an ultrarunner, I have a deep respect for the performance capabilities of the Toesocks, so it's really a great fit."

Mackey is also currently in training to become a physician assistant and lives with his wife, Ellen, and their two children, Eva and Conner, in Boulder. Dave's other sponsors include Hoka One One, Vitargo, and Udo's Oil.

Injinji® is the innovator of the patented five-toe-sleeve Performance Toesock™ for sport, outdoor and casual use. Injinji (In-gin-ji), which means to reach one's peak performance, is dedicated to helping athletes attain their personal best by offering a seamless, anti-friction interface that allows the foot to perform naturally from the heel to the five toes. A recipient of the American Podiatric Medical Association's Seal of Acceptance, Injinji's Performance Series is recognized for its ability to provide superior moisture management and healthy digital alignment. For more information on the San Diego-based company, visit www.injinji.com.



Editorial media interested in additional information, images or a sample, can contact Holly at On the Horizon Communications at (805) 773-1000 or email holly@thepressroom.com.

