



WELL MADE IN ITALY™

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FOR IMMEDIATE RELEASE

## LIZARD® Footwear Scales to the Top with Two OutDoor Industry Awards

*Italian Innovator Wins with Kross Terra Minimalist Shoe and Shield Waterproof Oversock*

TRENTINO, ITALY (July 25, 2012) – **LIZARD® Footwear**, internationally acclaimed Italian manufacturer of anatomical sandals since 1992 and the first minimalist closed toe shoe in 1997, continues to lead the way in outdoor footwear innovation with its second [OutDoor Industry Award](#). Following the path of the **Shield waterproof oversock** (pictured below-left), the **Kross Terra** minimalist shoe (pictured right) came out on top in the recent 2012 OutDoor Industry Awards.



The OutDoor Industry Award sponsored by the OutDoor Trade Show in Friedrichshafen, Germany in July, recognizes products that are lightweight, functional, innovative and environmentally friendly. Only 48 of the 322 products entered in the 2012 contest received awards.

“We are proud that LIZARD stands out to OutDoor Industry Awards jurors,” said Luca Pedrotti, president of LIZARD Footwear. “With an emphasis on performance, comfort and design, the Kross Terra shoe is the perfect ambassador for the LIZARD brand.”

The **Kross Terra** minimalist shoe is one of four styles in the newest generation of the Kross series. Featuring the proprietary Kyodo sole, the shoe offers a flexible, low-profile and lightweight Vibram® rubber sole with a self-cleaning, multi-directional tread pattern for optimal grip on rock, mud and wet surfaces. A rubber toe bumper and heel provide superior grip and protection for hikers, and it also boasts a soft and flexible QuickFit fastening system, a 3Dair mesh upper and lining for maximum ventilation, and a removable foot bed for custom cushioning. (Men’s: Black/Lichen, and Black/Green; Women’s: Black/Red and Grey; MSRP: \$120)

The **Shield** waterproof oversock, 2010 OutDoor Industry Award winner, is an ultra-thin, breathable, waterproof stocking that fits over base layer socks. Made from polyester with a proprietary polyurethane ClimaSkin membrane, it keeps moisture out and warmth in, for enhanced comfort in adverse weather conditions or tough terrain. Ideal for backpacking, trail running, kayaking or cycling, it comes in mid-calf length (MSRP: \$39) and over-the-calf length (MSRP: \$45).



Rugged, tenacious, and innovative, [Lizard Footwear](#) was born in 1992 in the Dolomite Mountains of Northern Italy. Worn and tested by world-class outdoor athletes, the line features authentic outdoor sandals, shoes, boots and more. The number one sports sandal in Italy, Lizard can be found in 30 countries. For more information contact LIZARD U.S. at (646) 226-2844 or visit [www.lizardfootwear.com](http://www.lizardfootwear.com). For more information, samples or images, editors may contact On the Horizon Communications at (805) 773-1000, or [holly@thepressroom.com](mailto:holly@thepressroom.com).