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Outdoor Retailer Summer Show - Booth #36171

FOR IMMEDIATE RELEASE

Dahlgren® Footwear Plants Foot in Canada with Top Distributor, ROI *U.S. Patented-Construction Sock Manufacturer Signs with Quality Outdoor Product Distributor*

WEST LINN, OR (August 1, 2012) - [Dahlgren Footwear](#), maker of the original moisture-management sock for outdoor performance and innovator of seven sock technology patents, secures its footing in the Canadian market with the help of leading outdoor product distributor, [Recreation Outfitters, Inc](#) (ROI), based in Vancouver, BC.

ROI, which has been importing, manufacturing and distributing high quality recreational goods for the outdoor, snow sports and eco markets for over 40 years, will now have exclusive rights to Dahlgren distribution throughout Canada.

"I am thrilled to be presenting and selling Dahlgren Footwear in Canada," said ROI Director of Sales Rob McCurdy. "I have been familiar with Dahlgren for years, and understand that Dahlgren Footwear is so much more than just another sock brand. Its core values - patented technology and construction, high quality materials and craftsmanship, and family-operated business model - demonstrate why we are proud to represent the brand in Canada."

Dahlgren Footwear President Kris Dahlgren echoed McCurdy's enthusiasm, saying, "ROI has an excellent reputation and proven track record not only in the high-end outdoor market, but in the casual market, as well. They will be a great fit for the Dahlgren brand and we're excited to work with them to reach the avid market of outdoor enthusiasts in Canada."

Canadian retailers seeking appointments at the Outdoor Retailer Summer Show can contact Rob McCurdy at rob@roirecreation.com or (604) 982-0001 ext. 106.

Family-owned and operated **Dahlgren Footwear** was founded in 1978 as the original maker of moisture management socks for athletes. Using the multi-patented [Dri-Stride® Tech](#) system, Dahlgren offers the only active moisture management process available in a sock. The U.S.-produced Dahlgren line consists of the Alpaca+ line of premium, high-performance socks for outdoor, snow sports, dress and casual wear, as well as the new Merino+ dress-casual line.

Dahlgren Footwear is available at international retail locations as well as online. Interested dealers can contact Kris Dahlgren at (800) 635-8539 or kris.d@dahlgrenfootwear.com, or visit www.DahlgrenFootwear.com for more information. Media interested in more information, samples or images may contact On the Horizon Communications at (805) 773-1000, or holly@thepressroom.com.

