



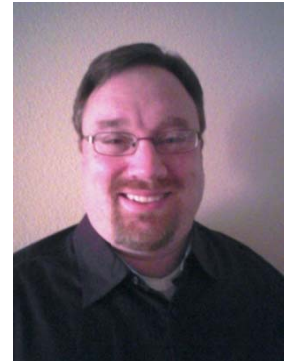
FOR IMMEDIATE RELEASE

## Dahlgren Footwear Hires Chris Elkins as New Sales Manager

*Longtime Sports and Outdoor Industry Supporter to Tout Dahlgren's Unique Selling Points*

WEST LINN, OR (October 11, 2012) – [Dahlgren Footwear](#), maker of the original moisture management sock for outdoor performance, and mastermind behind seven sock technology patents, has announced its new sales manager, Chris Elkins as of October 1, 2012.

Elkins, who has spent nearly 20 years supporting global consumer product brands including Columbia Sportswear, Sorel, Mountain Hardwear, Stairmaster, and Star Trac Fitness, will manage the Dahlgren sales force with responsibilities including setting sales targets, maintaining appropriate brand positioning in sales and marketing efforts, building the sales team, and ensuring that the sales staff is equipped with the tools they need to sell the line.



"I'm very excited to be working with Dahlgren," says Elkins. "They offer an outstanding product whose innovative construction is compelling, provides a great value and presents something that nobody else can offer – at a time that the market is looking for new alternatives. Dahlgren has a ton of potential to make an impact, and I'm looking forward to providing the tools and structure they need to gain market share."

Elkins, who holds an MBA in Finance and Operations Management from the University of Minnesota and a BS from Villanova University in Pennsylvania, specializes in: sales operations; supply chain analysis and forecasting; financial analysis and implementation of key performance indicators; warehousing and logistics; customer service best practices; and training and staff development.

"Chris has an impressive resume and is universally well-respected and liked by former associates," says Dahlgren President Kris Dahlgren. "We are very pleased to welcome him to the Dahlgren Footwear team."

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, which combines superfine alpaca (three times stronger and ten times more insulative than wool) for perfect thermal regulation; merino wool to provide all-day resilience; and separate zones of hydrophobic Eco-Dri™ to remove absorbed moisture, Dahlgren offers the only active moisture management process available in a sock. The U.S.-produced Dahlgren line includes comfortable, high-performance socks for outdoor and snow sports, running and casual wear.

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](mailto:kris.d@dahlgrenfootwear.com), or visit [www.DahlgrenFootwear.com](http://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](mailto:holly@thepressroom.com).