



*Once upon a time in the world of socks when, if you had to make a choice between comfort, style and affordability, you could only ever pick two of the three. But now those days are gone: **Kushyfoot**® has shown that supreme comfort, fashion and reasonable price are completely compatible—and in April they'll prove it again with the introduction of four stylish new low cut ladies' athletic socks. Please do not hesitate to contact us for images, samples or more information. Many thanks, Shelley*

FOR IMMEDIATE RELEASE (3/08)

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NEW LOW CUT HIGH COMFORT FASHION ATHLETIC SOCKS FROM KUSHYFOOT

“**Kushyfoot**'s amazing comfort means a great deal to our customers,” says company president Mitch Brown. “Supreme comfort at an affordable price is, after all, a vital aspect of the **Kushyfoot** brand. But style is a critically important part of the brand's appeal, too. If **Kushyfoot** hadn't combined all three—comfort, style and reasonable price—in attractive and distinctive packaging, it could never have been the incredible success that it has been.”

This season **Kushyfoot** is introducing three new low cut ladies' fashion athletic socks—perfect for imperceptible comfort in sneakers or for padding stylishly unshod in the gym or around the house—in a range of attractive colorways. Each style features a colored design on a white body, and is built around **Kushyfoot**'s technologically advanced 3-dimensional wavy reflexology-inspired sole, which massages and protects the feet as the wearer walks, leaving them pleasantly relaxed at the end of even the longest day or the most difficult work-out. Each is manufactured using a blend of 80% combed cotton, 18% polyester and 2% Spandex for maximum support.

The new styles are: **Swirl Low Cut** (3467); **Racing Stripe Low Cut** (3468) and **Double Stripe Low Cut** (3469). Each is available with the design in Pink, Black, Blue or Green, in a single size fitting shoe sizes 5 to 9. Suggested retail is a typically affordable \$3.99 per pair, and, of course, the socks come in **Kushyfoot**'s cheerful and distinctive packaging. These athletic products will be featured in stores year round since consumers are always purchasing this category.

Kushyfoot products are made by Doris International, one of North America's finest hosiery manufacturers. Available in approximately 12,000 doors around the nation and in more than 30 styles, they deliver unheard-of comfort and high-end quality at surprisingly reasonable mass-market and drug chain prices.

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