

Kushyfoot®

Reflexology inspired comfort is Kushyfoot's major benefit. The comprehensive collection features a wide range of legwear to work its comfort magic for almost every conceivable shoe. The NEWEST ENTRY AND MOST FASHION FORWARD is a LACE FOOT COVER. Sexy, edgy and meant to show, this style is expected to be a top bestseller for Summer 2008. Please do not hesitate to call for additional products, details, j-pegs. Thanking you in advance for your interest, Shelley

FOR IMMEDIATE RELEASE (2/08)

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LACE FOOT COVERS—HIGH FASHION AND SHOE COMFORT MERGE WITH KUSHYFOOT'S HOT NEW PRODUCT

Since its launch 4 years ago **Kushyfoot** has seen a meteoric rise in sales based on the top-brand quality, value pricing and superlative comfort of its reflexology-inspired foot-massaging legwear. The line is built around a technologically advanced 3-dimensional wavy sole that massages and protects the feet as the wearer walks, leaving them pleasantly relaxed at the end of even the longest day. The legwear is manufactured using a blend of soft quick-drying microfiber nylon (combed cotton in the athletic styles) and Elastane for maximum support. The collection of distinctively, cheery, chic-packaged products are available at retail prices between \$3.49 and \$7.99 in an ever-increasing number of doors nationwide—now over 12,000—with approximately 30 distinct products that discreetly pamper feet in even the most fashionable footwear.

Several new items are launching for spring, but the most fashion significant product is clearly the regular-cut foot cover featuring a pretty lacey fabric intended to show like sexy foot lingerie rather than lie concealed (3455). Embellished foot covers are expected to be a strong trend and the must-have talked about accessory of the season. The suggested retail is \$3.49 per pair and at that price consumers will likely purchase all three colorways: black, white and nude. That way they will have a variety of options to mix and match with their footwear.

Plus size products, 2 pair packs for top styles and an arch support knee high will be launched as well. These additions will enhance the basic legwear line up for **Kushyfoot**.

“At **Kushyfoot** we are persistently working to stay aligned with footwear fashion so that we present a **Kushyfoot** product to wear with every shoe type,” noted company president Mitch Brown. “We are constantly creating legwear solutions so that every woman can enjoy **Kushyfoot** comfort. All of our Summer 2008 products were conceived with this in mind and I'm positive they will meet the same eager response that has greeted our existing products.”

Kushyfoot products are manufactured by Doris International, one of North America's finest hosiery manufacturers. The brand is presently available in more than 12,000 doors bringing unheard-of comfort and top quality to consumers nationwide at astonishingly reasonable mass-market and drug chain prices.

