



With a changeover to organic cotton as the primary ingredient of many of its women's athletic socks, Kushyfoot is not just delivering a more environmentally friendly product, but a more comfortable one as well. And all at the same great price! We think your readers will be eager to know more. Please do not hesitate to call for samples, images and more details. Thanking you in advance, Shelley

FOR IMMEDIATE RELEASE (3/08) PRESS CONTACT: Shelley Lipton LIPTON PUBLICITY 212-750-6654 or liptonpublicity@aol.com

ECO-FRIENDLY CHANGES FOR KUSHYFOOT WOMEN'S ATHLETIC SOCKS

As part of its general commitment to environmental friendliness, **Kushyfoot** has announced that it is changing the main raw material of several of its widely-available range of Ladies' athletic socks to 100% certified organic cotton.

"This is not an either/or," says company president Mitch Brown. "Wherever we can, we're switching to more environmentally friendly yarns and production methods. The farmers who grow organic cotton use biologically sound farming techniques, but that's only part of it. The raw cotton is also processed in ways that have the least possible environmental impact. At **Kushyfoot** we believe that it's our responsibility to the world, the community and to our customers to take advantage of the availability of such materials wherever we can."

Made from a blend of 90% all-organic combed cotton, 7% nylon and 3% Spandex, these super-pampering foot-massaging, reflexology inspired socks include **No Show Athletic Socks (#3420)** and **Low Cut Athletic Socks (#3421)**: both of these will be in stores beginning April in a choice of black or white. Reaching the shelves a little later will be **Quarter Athletic Socks (#3422)** and **Crew Athletic Socks (#3423)**, each in white only, and **Casual Crew Socks (#3424)**, in black, navy, brown and khaki. All of these **Kushyfoot** products carries a suggested retail price of \$3.99 per pair, features **Kushyfoot's** cheerful and distinctive packaging, and comes in a single size fitting shoe sizes 5 to 9. The Athletic collection with its protective, exclusive Kushyfoot features will help athletes perform to the greatest heights with true comfort.

"These socks were a tremendous success in their existing form," commented Brown, "and we predict that now that we are taking them organic at the same very affordable price as the old ones, consumers will like them even more. One reason for this is that organic cotton is not only a more responsible and environmentally sound choice, it is also more comfortable. Which, when you consider how comfortable these socks already were, is quite something!"

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 (from toe covers to tights, trouser socks and of course, the athletics), they deliver unheard-of comfort and high-end quality at surprisingly reasonable mass-market and drug chain prices.

