



SpringBoost becomes Official Partner of Largest German and Swiss Nordic Walking Associations

DNV and SNO cooperate with Swiss provider of performance athletic footwear; integrate the SpringBoost dorsiflexion technology into training program

Lausanne (Switzerland), August 16th, 2007 – The Swiss company SpringBoost has announced partnerships with the German Nordic walking association, *Deutsche Nordic Walking und Nordic Inline Verband e.V. (DNV)* and with the *Swiss Nordic Fitness Organisation (SNO)*. More than 10,000 Nordic walking instructors are registered with the DNV, while the SNO works with over 1,400 trainers - they are the largest Nordic walking associations in Germany and Switzerland, respectively. As an official partner, SpringBoost is providing DNV and SNO instructors with its athletic footwear and working closely with the training teams of both associations.

As part of the cooperation, instructors of both associations have the opportunity to extensively test SpringBoost's walking shoes. In doing so, they will be able to familiarize themselves with the SpringBoost dorsiflexion technology and experience the positive related health effects. SpringBoost has already joined DNV and SNO in several events where the company presented its footwear and shared its extensive Nordic walking knowledge with expert audiences. There are nearly six million Nordic walkers in Germany and Switzerland.

"Many all-round sport shoes are available today that are being used or marketed for Nordic walking purposes. There are also many shoes exclusively targeted to Nordic walkers. SpringBoost shoes however, rank amongst the best Nordic walking shoes; they were the first shoes to be designed with the requirements of this sport in mind. The SpringBoost B-Walk Nordic works perfectly with the 2° dorsiflexion insole and is a pure Nordic walking experience. It is an ideal combination of fun, comfort and sport," said Andreas Wilhelm, a leading DNV instructor.

„Active footwork is highly important in the Nordic ALFA method for health-oriented Nordic walking. The SpringBoost B-Walk Nordic is ideally suited to support active footwork movement; its proven technology coupled with the right equipment makes it an outstanding offering," commented Jens Werner, President of the DNV.

Following its beginnings in Finland in 1997, Nordic walking has quickly developed into a mainstream sport. Five and a half million Germans currently take to trails and walkways, using complementary Nordic Walking poles to actively enhance their health and fitness. The sport has achieved tremendous popularity as it offers the possibilities of sport, the outdoors, wellness and companionship and is enjoyed by people of all ages and both genders who wish to improve their fitness gently.

About SpringBoost

SpringBoost S.A. is an innovative manufacturer of performance athletic footwear based in Lausanne, Switzerland. Its Dorsiflexion Technology™ is based on the biomechanical principles of dorsiflexion and multiple scientific studies. Core to the company's technology, the heel position is lower than the forefoot in the shoe. SpringBoost's R&D department is committed to meeting the specific requirements of selected sport disciplines in order to enhance athletic performance. Since its launch in the spring of 2003 SpringBoost has been helping active people and athletes attain better results by more efficient performance training, thus improving their health.

For more information please visit www.springboost.com

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