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SPRINGBOOST BRINGS DORSIFLEXION TECHNOLOGY TO THE GREAT OUTDOORS

Spring 2009 Outdoor collection offers performance and wellness benefits for land and water adventures

Lausanne, Switzerland (August 20, 2008) – SpringBoost footwear is hitting the trails, bringing the benefits of dorsiflexion to outdoor enthusiasts, as its Spring 2009 collection debuted earlier this month at the Outdoor Retailer show in Salt Lake City, U.S.A. . By wearing shoes with SpringBoost’s exclusive DORSI Technology™, you improve your body alignment, alleviate pressure on your joints and increase ankle stability, while toning and strengthening your core and leg muscles.

SpringBoost builds all of its shoes based on dorsiflexion, which positions the heel lower than the ball of the foot, bringing numerous performance and wellness benefits. Adding to SpringBoost’s wide range of shoes customized for all of life’s activities, the Outdoor line is designed to perform no matter the terrain or weather, featuring high-traction rubber outsoles and hydrophobic quick-dry technology.

The 2009 Outdoor collection – including the SpringBoost Iguana, SpringBoost Adventure and SpringBoost Breeze – is designed for men and women who love to experience the great outdoors and want to incorporate the performance and wellness benefits of dorsiflexion. With “done-in-a-day trips” growing in popularity as people find themselves with less time for recreation, SpringBoost footwear is essential outdoor gear that allows you to weather all terrains while maximizing the active time that you have.

“People are busier than ever, so when they have the chance to reconnect with nature, they want to make the most of their outdoor experience,” said Silke Zanker, PR and Marketing Manager International, SpringBoost S.A. . “We have a different approach to outdoor footwear that focuses on providing functional and wellness benefits you feel throughout your body, mind and spirit. Our DORSI Technology™ returns your body to its correct biomechanical alignment, making your whole body feel good and work more efficiently.”

Independent testing, professional athletes and coaches, professional trainers, and medical and scientific researchers in Europe and the U.S. agree that a foot positioned in dorsiflexion offers numerous training, performance and wellness advantages.

The SpringBoost Outdoor collection will be available in stores and online in spring 2009, with a suggested retail price ranging from €80.- to €130.-.

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SpringBoost's three new additions to the Outdoor collection are:

- **SpringBoost Iguana** - Hydrophobic, quick-dry trail running shoes with 360-degree breathability and drainage designed to perform on the trail or through water (MSRP \$100).
- **SpringBoost Adventure** - Multi-activity outdoor shoe designed to enhance the benefits of trail walking, backpacking or fastpacking on all terrains; optional waterproof model (MSRP \$130).
- **SpringBoost Breeze** – Hydrophobic sandal designed to perform on the trail or through water (MSRP \$80).

The Outdoor collection features include:

- **DORSI Technology:** Designed to maximize your outdoor adventure by engaging more muscle fibers and increasing explosive power, while improving body alignment and alleviating pressure on joints.
- **U-Control Insole System:** Allows you to vary the intensity and gradually adapt to dorsiflexion with two interchangeable insoles of zero and two degrees of dorsiflexion (the Breeze sandal is fixed at one degree).
- **Full Forefoot Energy Plate:** Increases range of motion and uses energy more efficiently.
- **Proprietary Traction Rubber Outsole Technology:** Offers optimal traction and support.
 - High-traction rubber outsole formula that grips in all weather conditions
 - High abrasion resistance rubber in outsole heel
 - Rugged, self-cleaning outsole cleats
- **Premium Leather-Free Material:** Created with 100 percent synthetic, machine-washable material with anti-microbial linings.
- **Comfort:** Constructed with an ultra-light, multi-density molded EVA midsole with molded TPU shank for control and stability.

About SpringBoost

SpringBoost is revolutionizing athletic footwear with its use of dorsiflexion, which positions the heel lower than the ball of the foot. Based on seven years of research and testing at the Federal Institute of Technology in Lausanne, Switzerland, its DORSI Technology™ has been scientifically proven to recruit more muscle fibers – toning, lengthening and strengthening muscles with every step – while improving body alignment and stability. SpringBoost creates training and fitness solutions that maximize workouts and daily activities for people of all athletic, fitness and wellness levels. SpringBoost shoes are available in select stores internationally and through online retailers. For more information, visit www.springboost.com.

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