



SpringBoost is Expanding - New Distributor Appointed for UK Market

Lausanne, Switzerland July 27th, 2007 ---- SpringBoost is happy to welcome the East Yorkshire based Well Group to its distribution partners. Well Group will exclusively distribute the SpringBoost range of footwear in the UK. As of July, the Well Group will launch and promote the SpringBoost shoes and distribute them to sport and outdoor shops, shoe retailers and gyms. The two companies are an ideal match and the Well Group will apply its extensive experience within the posture shoe market to successfully sell SpringBoost athletic performance footwear, based on the Dorsiflexion Technology™, where the heel is lower than the forefoot.

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