

Airplus Racing Taps McReynolds Boys to Lead Brand

(Research Triangle Park, NC)– Airplus Insoles, a leading brand of insoles and shoe accessories, is proud to announce a new partnership in 2009 with race announcer and famed NASCAR crew chief Larry McReynolds and rising star Brandon McReynolds.

Larry McReynolds is a popular race analyst for SpeedTV, NASCAR on FOX, & TNT. He built a reputation as a winning crew chief in the NASCAR Sprint Cup Series, racing for over 18 years with 2 Daytona 500 wins, including the 1998 Daytona 500 win with the late Dale Earnhardt Sr. As spokesperson for the Airplus brand, McReynolds will spread the word about Airplus comfort to teams and fans worldwide.

“Staying comfortable always makes things easier, whether on the track, in the pits or at the office,” said Larry McReynolds “Airplus is the best solution for eliminating pain from long days on your feet, no matter the activity. Airplus stands for comfort”

McReynolds’ son, a rising professional driver at age 17, Brandon McReynolds will campaign the Airplus Dodge Charger in all 16 UARA sanctioned race events.

“We are excited to welcome the McReynolds Team to the Airplus family,” said Todd Vore, president of Airplus and Implus Footcare LLC. “They have years of racing experience and notoriety among NASCAR fans, and we look forward to working with them to both build our brand and support Brandon’s racing goals.”

Airplus insoles are specifically designed to provide maximum comfort to users on their feet for long periods of time. Their advanced cushioned comfort, full-foot support and superior shock absorption make them an ideal choice for use in all types of shoes. For more information about Airplus, visit www.airplusfootcare.com or call 1-800-446-7587. For more information on the McReynolds race team, visit www.larrymcreynolds.com.

About Airplus

Airplus is a brand of Impus Footcare, LLC, headquartered in North Carolina’s Research Triangle Park. Airplus is one of the top national brands in the footwear accessory industry, with distribution in thousands of retail outlets across North American, and in 65 countries throughout the world. The products incorporate the latest technology to give both men and women the ultimate in comfort, support, protection and durability. For more information, including a list of retail outlets, please visit www.airplusfootcare.com or call 1-800-7587.

About Implus Footcare, LLC

Headquartered in North Carolina’s Research Triangle Park, Implus is an innovative leader in the “below the ankle” categories of insoles, performance socks, shoe laces and shoe care. Implus’ brands include Sof Sole®, Yaktrax®, apara®, Airplus®, SneakerBalls® and Sof Comfort®, and are distributed in over 50,000 retail outlets across North America and in 65 countries worldwide. For more information, please visit www.implus.com or call (800) 446-7587.

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