

Airplus Named Local Presenting Sponsor for PinkFest 2008

(Research Triangle Park, NC)– Implus Footcare, LLC, one of the world’s leading companies in below the ankle footwear accessories, is proud to announce it’s Airplus for Her brand will be a Local Presenting Sponsor of Susan G. Komen for the Cure NC Triangle’s PinkFest. The celebration, scheduled for October 5, kicks off Breast Cancer Awareness Month and unites breast cancer survivors, co-survivors and friends for a day of music and festivities.

As a Local Presenting Sponsor, Airplus for Her will donate funds to the Komen NC Triangle Affiliate. This year’s PinkFest will be held at Koka Booth Amphitheater in Cary from 1pm to 6pm. Tickets for survivors are \$10, adults \$20, youth (6-15) \$15 and children attend for free. The event is expected to draw nearly 2,000 community members who can participate in the silent auction and various activities for all ages. The event culminates with an inspiring breast cancer survivor ceremony.

“The celebration serves as a platform for the community to provide support and involvement in finding a cure for a disease that affects so many,” said Todd Vore, president of Implus Footcare, LLC. “As a prominent brand in assisting adults in leading a more active lifestyle, we are proud to partner with the Komen NC Triangle Affiliate as they work toward creating a world without breast cancer.”

Each year, Implus Footcare, LLC donates millions of dollars in cash and free product to worthy causes and fundraising events across the country, from Susan G. Komen for the Cure to various military support groups to children’s charity foundations. For more information on Implus Footcare, LLC, including a complete listing of its charitable works, please call (800) 446-7587 or visit www.implus.com.

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.

About Susan G. Komen for the Cure® and the Komen NC Triangle Affiliate

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The Komen NC Triangle Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community, joining more than 1 million breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer. Through events like the Komen NC Triangle Race for the Cure and PinkFest, the Komen NC Triangle Affiliate has invested \$8.5 million in community breast health programs in 13 counties. Up to 75 percent of net proceeds generated by the Affiliate stays in the Triangle and surrounding counties. The remaining income goes to the national Susan G. Komen for the Cure Grants Program to fund research. For more information, call 919.493.2873 or visit www.komennctriangle.org.

