



**For Immediate Release**

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**Little Hotties, Yaktrax Form Partnership with the U.S. Ski Team and U.S. Snowboarding**

(Research Triangle Park, NC)– Implus knows extreme conditions require top performance equipment. As the U.S. Ski Team and U.S. Snowboarding begin their training, Implus brands Little Hotties and Yaktrax are proud to announce their support of these organizations through an official supplier partnership.

Little Hotties, a leading provider of hand, body and toe warmers, will provide the athletes, volunteers, media and support staff with products as the exclusive supplier of hand and foot warmer products. In addition, Yaktrax, a unique winter traction device, will serve as the exclusive ice traction supplier, providing traction and stability on snow and ice to all athletes and support staff. Both companies will benefit from a strong marketing presence at the United States Ski and Snowboard Association (USSA) events.

“Winter athletes and spectators are forced to compete in extremely cold and icy conditions,” said Todd Vore, President of Implus. “Little Hotties and Yaktrax are necessary winter accessories that return the focus to the sport and not the cold environment. We are proud to do our part in helping them bring home the gold!”

"Little Hotties and Yaktrax are a welcome addition to the Team", said Ted Morris, vice president of sales and marketing for the Team. "We are excited to partner with Little Hotties and Yaktrax as we launch into the Olympic season and beyond."

Little Hotties are 100% natural warming products providing 8-10 hours of immediate, on-demand heat. The product is activated by air and is shaped for use on toes, feet, hands and body. The company became a part of the Implus brand family in January 2009.

Yaktrax® ice traction devices stretch over everything from casual walking shoes to winter boots. Once in place, a grid of skidlock steel coils gives users traction similar to bare ground on hard-pack snow and ice. When walking, hundreds of edges bite into snow and ice, providing stability and grip in all directions.

For more information on Little Hotties Warmers, Yaktrax or Implus' other brands, visit [www.implus.com](http://www.implus.com) or call (800) 446-7587.

**About Implus**

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in footwear and outdoor accessories. Implus Footcare's brand families include well-respected industry product names like Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Granger's®, Little Hotties® and Highgear®. From insoles to performance socks to shoe care to navigational tools and accessories, Implus proudly distributes in over 75,000 retail outlets across North America and in 65 countries worldwide. For more information, please call (800) 446-7587 or visit [www.implus.com](http://www.implus.com).

**About the U.S. Ski Team and U.S. Snowboarding:**

The U.S. Ski Team and U.S. Snowboarding are governed by the U.S. Ski and Snowboard Association, the national

Olympic organization for skiing and snowboarding. The century old organization manages year-round nationwide development and elite programs, including the national teams, in six distinctly different Olympic sports: alpine, cross country, freestyle, nordic combined, ski jumping and snowboarding, as well as two Paralympic sports - disabled alpine and disabled cross country. The USSA is based in Park City, Utah. For more information about the Teams, visit [www.uskiteam.com](http://www.uskiteam.com) or [www.ussnowboarding.com](http://www.ussnowboarding.com).

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