



FOR IMMEDIATE RELEASE

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### **Implus Footcare Partners with National Association of Basketball Coaches**

(Research Triangle Park, NC) –Implus Footcare LLC, one of the world’s leading companies in below the ankle footwear accessories, is proud to announce a partnership with their Sof Sole brand of performance footbeds and hosiery and the National Association of Basketball Coaches (NABC). As an official partner, Implus will provide Sof Sole products to collegiate basketball coaches around the country and participate in a number of NABC activities including the 2010 NABC convention in Indianapolis, Indiana as part of the 2010 Men’s Final Four®.

One of the leading footcare brands in the sporting goods industry, the Sof Sole brand of products optimizes performance and comfort for both athletes and everyday users.

“The NABC is very pleased to develop this partnership with Implus,” said NABC Executive Director Jim Haney. “We look forward to working with them throughout the 2009-2010 season as well as at the 2010 NABC Convention and NCAA Final Four®.”

The partnership presents an opportunity for members of the NABC to experience the true performance of their footwear through the use of various Sof Sole® products including their line of performance insoles and socks.

“The care, comfort and health of our feet are concerns for coaches and players in all sports, but especially basketball,” said Jamie Dixon, head coach at the University of Pittsburgh. “We need to be proactive in the care and prevention of foot injuries to our players. At the same time, coaches are on their feet for long periods during practices and games and want to be as comfortable as possible.”

“Sof Sole is proud to support the National Association of Basketball Coaches,” said Todd Vore, President of Implus Footcare. “Performance is the heart of the Sof Sole brand, and who better to benefit from the products than the coaches and athletes who are constantly on their feet, teaching and performing every day.”

### **About the National Association of Basketball Coaches**

Located in Kansas City, Missouri, the NABC was founded in 1927 by Forrest “Phog” Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently claims nearly 5,000 members consisting primarily of university and college men’s basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today’s student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at [www.nabc.com](http://www.nabc.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, shoes laces and shoe care. Implus’ brands include Sof Sole®, Yaktrax®, apara®, Airplus®, SneakerBalls®, Little Hotties® and Sof Comfort®, and are distributed in over 50,000 retail outlets across North American and in 65 countries worldwide. For more information, please visit [www.implus.com](http://www.implus.com) or call (800) 446-7587.

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