



## **PRESS RELEASE**

Contact:  
Dan Cruz, 800-311-1255  
[dcruz@competitorgroup.com](mailto:dcruz@competitorgroup.com)

### **Competitor Group Announces Sof Sole as Official Insole of the Rock 'n' Roll Marathon Series**

*Premiere Footwear Accessory to Support Largest Marathon Series in the World*

San Diego, Calif. & Research Triangle Park, NC – February 16, 2010 – The Competitor Group (CGI) and Implus Footcare today announced that Sof Sole® will become the Official Insole Sponsor of the Rock 'n' Roll Marathon Series. The two-year partnership will begin at the inaugural Rock 'n' Roll Mardi Gras Marathon & ½ Marathon in New Orleans on February 28.

“Our sponsorship of the Rock 'n' Roll Marathon series leverages one of the most unique health and fitness marketing platforms in the industry,” said Todd Vore, President of Implus. “Catering to runners from novice to elite, the national series will provide us with numerous channels to highlight our innovative products and unique brand attributes.”

Sof Sole has partnered with the largest marathon series in the world to spread the word about their performance insoles and overlays designed to provide shock absorption, enhance shoe comfort and support, and reduce lower body fatigue. As the official insole sponsor of the Rock 'n' Roll Marathon Series, Sof Sole® will have a significant presence at each of the 14 national Rock 'n' Roll Marathon & ½ Marathon events in cities such as Los Angeles, Philadelphia, Dallas, Seattle and Las Vegas, among others.

“As an innovative leader in their industry, Sof Sole recognizes the importance of the many opportunities the Rock 'n' Roll Marathon Series provides our partners,” said John Smith, Senior Vice-President of the Competitor Group. “Sof Sole has a long tradition of producing quality footwear accessories and we are pleased that they chose Competitor’s events as outlets to their customers.”

Sof Sole will showcase its footwear accessories at each event's signature Health & Fitness Expo and at retail locations in the respective race areas. Each Rock 'n' Roll event draws 15,000 to 30,000 participants, and more than 100,000 consumers tour the two-day expo.

For more information about Sof Sole, please visit [www.sofsole.com](http://www.sofsole.com).

#### **About Implus Footcare, LLC**

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in "below the ankle" footwear and outdoor accessories. Implus' brand families include well-respected industry product names 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 Competitor Group Inc.**

Competitor Group, Inc., headquartered in San Diego, CA, is the leading endurance media and event entertainment company dedicated to promoting the sports of running, cycling and triathlon. CGI owns and operates 36 national events delivering more than 350,000 professional and amateur participants in 2010. CGI publishes four magazine titles with a combined monthly circulation of over 800,000 and has recently launched an online endurance community at competitor.com delivering over 1.5 million monthly unique visitors and over 25 million page views. Further information about Competitor and its media properties can be found at [www.cgimediakit.com](http://www.cgimediakit.com).

# # #