



For Immediate Release

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HIGHGEAR AND GRANGER'S SPONSOR 2010 USARA ADVENTURE RACING EVENTS

Research Triangle Park, NC – Highgear and Granger's, both brands of Implus Footcare, have partnered with the United States Adventure Racing Association (USARA) as sponsors of the 2010 USARA Adventure Race National Championship and Regional Qualifying Events. The two brands are also proud to sponsor the winning Collegiate team from the USARA Collegiate and Sprint Nationals in the National Championship race and all qualifying events.

"The USARA is excited about the partnership with Highgear and Granger's, since both companies make products that should be standard equipment for all adventure racers," says Troy Farrar, USARA President. "Highgear provides reliable timepieces at good value that are packed full of easy-to-use features that adventure racers desire. And Granger's environmentally safe washes and waterproofer are a must for maintaining all technical gear that racers put through the ringer during race season."

Considered the "Heart & Soul" of Adventure Racing in the United States, the USARA Adventure Race National Championship will be held October 14 – 16 in Hidden Valley, Pennsylvania. Co-ed teams of three compete in 45 USARA regional qualifying events across the U.S. for a chance to battle it out for the title of USARA Adventure Race National Champion. Teams are required to navigate a series of checkpoints using only a map and compass to guide them while transitioning between several disciplines such as trail running/trekking, mountain biking, paddling and orienteering.

The USARA Collegiate and Sprint Nationals will be held on May 15 in Burnet, Texas. All members of collegiate teams must be enrolled in at least one college class during the year of the championship. Highgear and Granger's will support the winning Collegiate team in their pursuit of the National Championship in October.

"We are proud to support the USARA and the elite athletes who participate in the exciting sport of adventure racing," says Todd Vore, President of Implus. "Knowing the specific needs of the adventure racers, it seemed like a natural fit for us to be involved with the premier adventure racing organization in the country."

About Implus, LLC

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in footcare and outdoor accessories. Implus' brand family includes Sof Sole[®], Yaktrax[®], apara[®], Airplus[®], Sneaker Balls[®], Sof Comfort[®], Little Hotties[®], Granger's[®], and Highgear[®]. From insoles, socks, shoecare and apparel care to navigational tools and seasonal 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.