

For Immediate Release

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Yaktrax and Granger's Sign on as Official Suppliers of PSIA and AASI

(Research Triangle Park, NC) – May 17, 2010 – Implus brands Yaktrax and Granger's are pleased to announce today they have signed a two-year agreement with the Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI). The official supplier sponsorship demonstrates Implus' commitment to the snowsports industries and to building solid relationships with PSIA – AASI members.

Implus recently acquired outdoor electronics brand Highgear, an official supplier of PSIA and AASI for the last four years. It was a natural fit for Implus brands Yaktrax and Granger's to dovetail onto the already existing program with Highgear. Next season Yaktrax is introducing its new SkiTrax traction device for ski boots, which will prove to be a valuable tool for patrollers and instructors when not in ski bindings. Granger's supplies environmentally friendly cleaners and waterproofers that are ideal for technical ski and snowboard gear.

"We're excited to add Yaktrax and Granger's to the PSIA-AASI Official Supplier family. This partnership builds upon an already solid long-term relationship with Highgear, which has proven to offer great opportunities for our members," said Andy Hawk, Marketing Director for PSIA-AASI. "The new SkiTrax traction device is a natural fit for our members, and offers product leadership in the category."

"Highgear has had a highly successful relationship with PSIA - AASI over the last several years and with the addition of Yaktrax and Granger's we plan to take it to a new level," said Todd Vore, President of Implus. "Implus has always focused on a grassroots approach to brand building, and this is a perfect way to get our new products out to winter enthusiasts, the patrollers and instructors, who are out on the snow daily during winter months and beyond."

About Implus Footcare, 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® 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.

About PSIA and AASI

PSIA and AASI are educational organizations of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 29,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. PSIA and AASI support the membership through research and development of instructional programs in alpine and nordic skiing, snowboarding, adaptive skiing and riding, and children's skiing and riding. Visit www.TheSnowPros.org.