

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

## **SGFOOTWEAR® COMPANY ACQUIRES RUGGED SHARK®**

**HACKENSACK, NJ – January 15, 2010** - SGFootwear, a division of S. Goldberg Company, recently acquired the Rugged Shark brand of marine and fishing footwear.

“Since its introduction in 2001, Rugged Shark has earned a reputation with serious anglers and boaters for providing superior performance and unparalleled comfort,” said Bernard Leifer, President & CEO of SG Footwear. “Our goal is to build on that reputation by continuing to offer the models that the brand’s active, outdoor customers already enjoy while introducing new and innovative products that are sure to generate increased sales for retailers in the coming year.”

SG Footwear was established in 1896 and is one of the world's largest designers, producers and marketers of athletic, fashion casual and seasonal footwear. Rugged Shark footwear will be marketed through marine specialty and outdoor retailers and will be backed by an aggressive advertising and public relations campaign to spark sales and expand brand awareness. This will include products endorsed by nationally known professional fishermen like Fishing Hall of Fame inductee and television personality, Bill Dance. Rugged Shark footwear is certified and endorsed by the APMA (American Podiatric Medical Association) for its superior fit and comfort.

Rugged Shark footwear is best known for excellent wet surface traction, a function of its advanced Shark Grip™ soles, and a level of comfort that has made them as popular for everyday casual wear as they are for on the water use. Rugged Sharks are light, breathable, reduce shock and fatigue and are manufactured using cutting-edge quick-drying and anti-microbial materials for superior performance in wet or dry environments. Many models include Aquare™ technology—a unique system of membranes and vents that quickly evacuate water if the shoe is submerged or splashed. It also allows increased air circulation to promote rapid drying.

“By bringing the Rugged Shark brand into the SG Footwear family retailers can offer these great products to their customers with confidence knowing they are backed by a company with over 100-years experience in the footwear and apparel industry,” said Leifer. “Rugged Shark is sure to be the outdoor footwear brand to have in your stores, providing value to your customers and a profit center for your business.”

To see the full line of Rugged Shark outdoor footwear products for 2010 go to [www.ruggedshark.com](http://www.ruggedshark.com).

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