

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

Contact: Christeen Isgro
201-336-1866
Email: Christeen@ruggedshark.com

FOR IMMEDIATE RELEASE

AQUAIRE® DRAINAGE SYSTEM A RUGGED SHARK® EXCLUSIVE

If you're serious about fishing, boating or water sports you know your feet are going to get wet. Whether it's from waves breaking into a boat, backing down on a big fish, a misdirected wash down hose or just strolling down the beach water will get inside your shoes. With that in mind Rugged Shark embarked on a project to develop a boat shoe platform capable of draining water out as fast as it comes in. After numerous prototypes and torture testing by some of the top captains and mates in Florida, where wet feet are part of the job description, we perfected the ground-breaking *Aquaire® System*, a drainage concept so effective that it makes everything that came before obsolete!

All *Aquaire* equipped Rugged Shark shoes feature the wet traction performance of our exclusive Shark Grip™ sole and an incredibly comfortable EVA midsole that provides cushioning and absorbs shock without compromising flexibility or stability. But the real magic of *Aquaire* starts in the foot bed, which doesn't absorb water—it channels it out of the foot compartment where it exits through the unique vented *Aquaire* arch support. And when the water is gone the system allows air to flow in to promote rapid drying of the shoes and your feet. All *Aquaire* models are designed for comfort and performance, crafted using the finest quick drying materials and treated to prevent odors caused by bacteria that can inhabit wet environments.

Aquaire isn't just new, it's a revolutionary system that takes boat shoe performance to a whole new level! It's available in the Axis 3-Eye Oxford casual boat and fishing shoe; the Marlin 2 and Scotto athletic boat and fishing shoes; the Norwalk and Westport Sail Sport Shoes; and the Swordfish Power S sport water shoe.

When you know your feet are going to get wet the only shoe you want on them is a Rugged Shark with the exclusive *Aquaire Drainage System*.

The future of marine footwear has arrived and it's only available from Rugged Shark!

About Rugged Shark, LLC

Parent company SG Footwear brings over 100-years of experience and stability to the Rugged Shark Brand. It was established in 1896 and is one of the world's largest designers, producers and marketers of athletic, casual and seasonal footwear and is also the parent company of SGI Apparel Group.

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Rugged Shark, LLC

Three University Plaza, Suite 400
Hackensack, NJ 07601
201-342-1200 / www.ruggedshark.com