

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

Pilot Joins the Rugged Shark® UltraLite Collection

Rugged Shark's Pilot footwear is a two-eye moccasin that is feather light and superbly comfortable. It brings together premium full grain leather, high denier canvas panels and true 360° lacing for a sophisticated yet casual boat shoe look.

The interior features a removable antimicrobial foot bed with a comfort sock and cushioned heel cup to cradle your foot. It rides on a midsole of premium Phylon closed-cell foam that makes you feel like you're walking on air. For traction there is a non-marking rubber, slip resistant outsole with grooves and channels to aid in wet deck grip.

The Pilot weighs mere ounces, yet surrounds your feet in comfort that lasts as long as you wear them, and they look every bit as good as they feel. Perfect with jeans and tee shirts on board or for a casual evening's dining dockside in slacks and blazer, the Pilot could very well be the most versatile and comfortable shoes you'll ever own.

The Pilot comes in a rich Earth Tone brown and is available in sizes 8 – 13 medium widths and has a value priced MSRP of only \$79.99. To find a Rugged Shark dealer go to www.ruggedshark.com and check out the entire line of premium outdoor footwear for land and sea.

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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