

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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

FOR IMMEDIATE RELEASE

### **Portsmouth Performance Sandal by Rugged Shark®**

Not all sandals are created equal and one look at the Portsmouth Performance Sandal by Rugged Shark and you know these aren't your sister's flip flops. Created to provide support, traction and comfort for active boaters and fishermen, the Portsmouth is so versatile it can double as a wading sandal over stocking foot waders or on bare feet when water and weather allow. When you're not fishing or boating it's equally at home walking the beach, boardwalk or shopping at the mall.

The Portsmouth features the ultimate traction outsole for wet or dry surfaces, our famous Shark Grip™ bottom. The combination of our non-marking rubber compound treads are enhanced with a pattern of channels that pump water out from under your feet. That means you can be confident your feet will stay where you put them on deck, land or submerged. The molded in arch is studded with our exclusive Shark Teeth for extra grip on uneven surfaces whether your fly casting on a rocky stream bed or climbing a cockpit ladder to the flybridge while running offshore.

The Portsmouth's midsole and foot bed is molded from a single layer of super light weight Phylon, know for its cushioning and shock absorbing properties. The surface is contoured and lightly grooved to conform to your feet while providing a secure platform with a modest degree of ventilation to keep your soles dry.

All the grip in the world is meaningless without the ability to secure your foot to the sandal and that's why the Portsmouth has a three strap harnessing system that comfortably maintains the connection between your foot and the surface you're standing on. The Velcro-adjustable straps are oily nubuck leather to repel water with nylon covered neoprene for a chafe free fit. They are sewn with the finest nylon thread to assure a long life in a wet environment.

**Rugged Shark, LLC**  
Three University Plaza, Suite 400  
Hackensack, NJ 07601  
201-342-1200 / [www.ruggedshark.com](http://www.ruggedshark.com)

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The Portsmouth is an active man's sandal that is ready for whatever adventures you planning in the sun and water. With a suggested retail of \$59.99 they are a great value. Available in black or brown in sizes 8 – 13 in medium widths. For a closer look at the Portsmouth and all the great Rugged Shark Outdoor Footwear styles go to [www.ruggedshark.com](http://www.ruggedshark.com).

### **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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