

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

RUGGED SHARK® RETURNS TO SKA AS TOURNAMENT SERIES SPONSOR

No anglers on the face of the earth run further faster and fish harder than the competitors on the Southern Kingfish Association Tournament Trail. And no boat shoe has ever been more popular with SKA anglers than Rugged Shark, the leader in high performance marine footwear.

"We're proud to announce that Rugged Shark is returning to SKA competition in 2010 as a series sponsor," said Bernie Leifer, president and CEO of parent company SG Footwear. "It's a wonderful opportunity to have our enthusiast footwear tested under the harshest conditions while promoting them to a large audience of dedicated anglers throughout the Southeast and Gulf states."

"I cannot tell you how happy we are to have Rugged Shark involved with the tournament trail again," said SKA Managing Partner Jack Holmes. "Rugged Shark was a sponsor for a number of years and we even retailed their shoes and boots to our anglers. During their hiatus we tried other manufacturer's products, but Rugged Shark is the brand our members overwhelmingly prefer!"

The typical SKA event features back to back 14-hour days on the water, usually running over 100 miles each day in 60-mph open boats in a race to the best fishing spots. Competition teams frequently fish in weather and sea conditions that keep the rest of the fleet back at the dock. Every tournament is a torture test for boats, motors, tackle, apparel and anglers. Feet, knees, ankles and backs endure hours of pounding and vibration followed by more hours standing on wet, slippery decks. In these grueling conditions one boat shoe reigns supreme, Rugged Shark! Just look down at any SKA tournament weigh-in and you'll see the familiar Shark Fin logo on feet everywhere.

Rugged Shark earned its ticket to these events by being a reliable fishing partner that provides superior grip, support and comfort. They absorb shock reducing angler fatigue,

(more)

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drain water and dry fast even after repeated dousing. They help anglers handle the pressure and the physical abuse tournament after tournament and keep coming back for more!

“Rugged Shark has been redefining marine footwear performance since day one,” said Leifer, “with exclusive features like Shark Grip™ soles and the advanced drying technology of the Aquire™ Drainage System. We are committed to offering fishermen, boaters and outdoor enthusiasts footwear that provides a superior level of performance and comfort to give them a competitive edge.”

To learn more about Rugged Shark performance and casual footwear go to www.ruggedshark.com. To learn more about the Southern Kingfish Association Tournament Trails go to www.fishska.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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