

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

Rugged Shark signs All-Star Angler Ott DeFoe

Rugged Shark is proud to announce their sponsorship of Bassmaster Elite Series Pro Ott DeFoe of Knoxville, Tennessee. Ott, in his first Elite series year, captured the 2011 Bassmaster Rookie of the Year, as well as the 2011 Elite Series All-Star Championship. He was wearing the Rugged Shark® Tiverton flip flop in the All-Star victory.

“I am extremely excited about joining the Rugged Shark Pro team. I wore Rugged Shark shoes all during the 2011 season and believe the Tiverton flip-flops are the best pair you will ever find – period! Be sure to visit a Bass Pro Shops near you to try on a pair of those Tivertons! You will never find a flip flop with more support and better grip on the bottom than the Tiverton. In cooler weather I wear the Atlantics and the Bill Dance Pro models.”

Ott’s fishing resume includes a Career Tour Level winnings of over \$625,000, a 4-Time consecutive FLW Championship qualifier, and 2008 FLW American Series Champion – Santee Cooper, just to name a few. For the 2012 season he will be fishing in the 8 Elite Series Events, the 2012 Bassmaster Classic, and 2012 Bassmaster Southern Opens.

“We’re very pleased to have Ott join the Rugged Shark Pro Team Staff along with Bill Dance Bradley Roy, and the Army Bass Anglers” says Mike Wilkes, VP National Sales Manager for Rugged Shark. “He exemplifies the sport, is an avid professional angler, and does numerous fishing exhibitions. Everything Rugged Shark represents focuses on the enthusiast angler and boater. We concentrate on building the most comfortable footwear in the industry by building product with Phylon mid-soles, removable comfort socks and non-mark non-slip rubber outsoles. The Tiverton that Ott wears is an example of a technical thong with a comfort foot bed that won’t tire the foot after hours on the water. Our technical apparel brings breathability, UPF and technical features to the market. All the best to Ott in 2012 and thanks for becoming a member of our team!”

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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