

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

## **GREAT WHITE™ DECK BOOTS** **YOU'LL NEVER WEAR ORDINARY DECK BOOTS AGAIN!**

What can you say about deck boots? Most have flat bottoms, no arch support, little if any cushioning and a poor fit. The outsoles are usually made from inferior materials and wet deck performance, what you buy them for in the first place, is nothing to write home about. Worst of all they are murder on your feet when worn for long days on the water!

Unfortunately fishermen and sailors didn't have much choice until Rugged Shark introduced their unique *Great White* Deck Boot. Slip into a pair and the first thing you'll notice is they fit your feet like a comfortable pair of shoes. They have arch support, a removable, contoured footbed, a water-friendly liner, the interior is molded to fit the shape of your foot and that's not all. They have cushioned midsoles with extra cushioning in the heels—so they absorb shock while you're busy dancing around a pitching deck, dodging the boom on a starboard tack, bouncing tuna fish off the cockpit sole or spending hours pitchin' jigs from the bow of a bass boat in the pouring rain!

The reason you wear deck boots is for traction on wet surfaces and to keep you feet dry in extreme conditions. The Great White is the Rugged Shark of deck boots and they offer a level of performance others simply can match! They provide the traction of Shark Grip™ outsoles, the same type we use on our most expensive, high performance boat shoes. They are molded from our exclusive, non-marking rubber compound that features a "groove and channel" design that pumps water out from under your feet for traction on wet surfaces that rivals a Ferrari powering through a tight curve. They even have Shark Teeth ribs in the recessed arch to reduce the fear factor when climbing the ladder to the fly bridge or tuna tower. And we are so confident that they will keep you feet dry we offer an unprecedented One-Year Leak-Proof Guarantee. If they leak, return them for a new pair on us!

The Great White comes in sizes 8 through 13, full sizes only, in white or navy with the Rugged Shark logo on the sidewalls and heel. Put a pair on and you'll buy them. Wear them on the water for a day and you'll never buy wear another brand! For more information on Rugged Shark products 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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