

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

AXIS™ Boat & Fishing Shoe by Rugged Shark®

Handsome good looks, unparalleled performance and sheer comfort meet in the latest addition to the Rugged Shark stable of performance footwear for serious boaters and fishermen. Building on the popularity of the Atlantic®, the Axis is sure to become your favorite shoe on the water and off.

A classic three-eye Oxford, the Axis is sewn from butter soft oily nubuck leather and ballistic Cordura nylon mesh. The interior is lined with a fully contoured, padded sock that creates a soft comfort zone between your foot and the shoe's outer structure. The bottom of your foot rests comfortably atop a removable, ergonomically shaped foot bed with just the right amount of arch support to prevent fatigue no matter how long you're standing.

The real magic of any Rugged Shark shoe is the platform it's built on. The midsole is molded from an ultra light layer of Phylon, a unique closed foam material that provides cushions and absorbs the shock and impact that goes along with days spent on running boats and other active outdoor pursuits. The midsole supports a large contact area for the slip-resistant, non-marking Shark Grip™ outsole with its special combination of treads and channels to push water out and prevent hydroplaning on wet surfaces.

And speaking of wet surfaces, the Axis wouldn't be a complete boat and fishing shoe without Rugged Shark's revolutionary, patented *Aquaire*® drainage system. *Aquaire* starts with a proprietary foot bed that doesn't absorb water—it channels it out of the foot compartment where it exits through the unique vented arch support. If water gets in, it drains out in a matter of seconds and when it's gone the vents allow air in to promote rapid drying of the shoe and your foot.

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With all these great features going for it, the Axis is still one of the lightest boat shoes ever made hitting the scales at mere ounces. Slip a pair on, snug them with the carefully designed 360-degree lacing system and take a few steps. You'll find it hard to believe you're wearing shoes at all, except you feet will be more comfortable than if they were bare.

The Axis is a boat and fishing shoe designed to carry on the Rugged Shark legacy while taking marine performance to a whole new level. Good looking, unbelievably comfortable and constructed using the finest components and materials available, it will deliver all the performance you could want to enhance your time on the water. Available in sizes 8 – 13 in medium widths, it's an incredible value at the MSRP of only \$89.99. You can take a closer look and find a Rugged Shark retailer at www.ruggedshark.com and click on "Footwear Styles" and then "Performance Power." Check out all the great Rugged Shark Outdoor Footwear styles while you're there.

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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