

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

**THE CLASSICS FROM RUGGED SHARK®**  
***Atlantic and Marlin 2 Models Stand the Test of Time***

In the footwear industry it is rare for a specific shoe model to remain popular for more than a few seasons, but performance marine footwear specialist Rugged Shark has two that have become perennial favorites, the Atlantic™ and the Marlin™. Their popularity is rooted in the philosophy behind all our shoes—performance and comfort above all else—and customers continue to rave about them!

The Rugged Shark Atlantic was the first true crossover boat shoe to find favor with fishermen, boaters and non-boaters for on and off the water use. The initial attraction was its excellent wet deck performance and casual styling, but its continued popularity can be attributed to the simple fact that it is one of the lightest most comfortable shoes ever made. Customers report that the Atlantic is their every day shoe for work and play because it feels good every time they put them on and no matter how long they wear them! There is no break-in, just a shoe that wraps your feet in soft, water-resistant leather and nylon mesh with a padded, double-knit liner and collar that provides a snug fit, excellent support and great stability. The compression molded EVA midsole absorbs shock and puts bounce in your step while providing superior arch support while the Shark Grip™ outsole provides dependable traction on wet or dry surfaces. The Atlantic is truly a classic that is here to stay and now it's available in three colors and sizes 8 to 13 in medium and wide widths!

The Rugged Shark Marlin 2 is a no-compromise, high performance athletic shoe for the serious boater and fisherman that just keeps getting better. Available in classic white and dark blue with a speed lacing system, this year it features Rugged Shark's exclusive Aquaire™ Technology, which makes it the fastest draining, fastest drying shoe in its class. The specially designed Shark Grip™ outsole provides a large contact surface comprised of anti-slip rubber inserts and deep channels that pump water out from beneath the shoe to prevent hydroplaning even when decks are awash. Foot comfort is courtesy of the molded Phylon midsole, which absorbs impact and reduces pressure points on the foot, and uppers that are constructed of saltwater resistant, naturally breathable leather and

(more)

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ventilation panels of nylon mesh. The thickly padded collar is cut to cradle the foot without hindering ankle and foot flex. Performance and comfort have made the Marlin 2 a champion on the water and off and now you can enjoy these great athletic shoes regardless of your foot size because they are available from size 8 to 13 in medium and wide widths.

For 2010 the Marlin 2 and Atlantic will be joined by other favorites like our Great White™, which redefined deck boot fit and performance for thousands of anglers, sailors and power boaters, and a host of new and exciting shoes for specialized water sports use and everyday casual wear. To see them all 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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