

FOR IMMEDIATE RELEASE

## **MOTHER OF THIS SOCK INVENTION WAS A PRAGUE PICK POCKET**

San Diego, CA (July 21, 2004)...San Diego based Zip It Gear, Inc. has arrived as a phenomenon in several markets across the country with the invention of Zip It Sox – The Sock With A Pocket. The travel goods, giftware, and sporting goods industry all have taken to the concept of the sock with a pocket, and national retail chains are starting to follow suit.

Inventor and CEO of Zip It Gear, Inc. explains “I was traveling abroad after graduating from college, was picket pocketed in Prague, and then decided it was a better idea to keep my money in my sock. Somewhere between Prague and Munich, my money slipped out of my sock.” Papel continues, “Of course I was upset, but after a beer and some deep thought, the sock with a zipper-secured pocket popped into my head.” Four years after the idea came to mind, Zip It Gear, Inc. was born.

“We have seen amazing success in the travel goods industry because the sock with a pocket is a unique travel security item and can be found in hundreds of independently owned travel goods stores across the country.”

Zip It Sox have seen strong success in mail-order catalogs throughout the country. “It is such a fun gift to give and receive. We’ve heard of people giving Zip It Sox as a gift and putting lottery tickets in the pocket as an extra surprise” said Papel.

The Zip It Crew Sox and the Zip It Ankle Sox were the companies original line. Zip It Crew Sox, which come in black or white, and Ankle Sox, which come in white and are 1/3 the height of Crew Sox, all have a cushioned sole and heel, a form fitting arch, and each pair comes with one regular sock and one patent-pending sock with a pocket, large enough to carry a credit card, ID card, keys, and money. They retail for a suggested \$11.99 per pair.

Zip It Sox also has great appeal to outdoor enthusiasts. Discovery Channel Stores carry Zip It Sox in their Health sections, and in August, Zip It Gear, Inc. will debut their Zip It Sport Sox, a performance-fiber based version of the Zip It Ankle Sox, at the August Outdoor Retailer show in Salt Lake City, Utah. All of the Zip It Sport Sox are ankle-height, come with a cushioned sole and heel, a form fitting arch, a pocket large enough to carry ID, credit cards, money, and a key, as well as a locking zipper pull, which

eliminates any 'jingle' when the wearer is on the go. Zip It Sport Sox and Zip It Ultra Lite Sport Sox come with one regular sock and one sock with a pocket, come in adult medium or large sizes, and have a suggested retail price of \$14.99.

Another invention debuting at the Outdoor Retailer show is the Zip It Wristband. "We heard such great things in our test marketing and we know that we've come out with a real winner," says Papel. The large moisture resistant pocket is 5.5" tall and 3.5" wide, which means that wearers can fit some portable mp3 players, some smaller cell phones, their ID cards, money, and more when their on the hiking course, basketball court, running, or whatever the occasion might be. Zip It Wristbands come in a single pack, are available in a variety of colors, and have a suggested retail price of \$9.99.

Papel attributes the success of Zip It Sox and Zip It Gear, Inc. to the broad based appeal of the sock with a pocket. "People see this product and can envision how it can be of use in their life." Papel continues "For instance, the runner sees that she is safer running with her ID, than leaving it at home, or the traveling couple who have been mugged before simply have peace of mind knowing that thieves can't get to the things that are so important while they're away from home."

"I really listen to the consumer," which is where the idea for Zip It Travel Socks came from. Travel Socks are calf-height socks that have a pocket large enough to carry a passport and many other valuables.

Perhaps being pick pocketed and losing his money from his sock years ago seemed like a tragedy to Papel at the time, but this inventor has found a way to turn one bad series of events into a thriving business.

\*\*\*\*\*end\*\*\*\*\*

Zip It Gear, Inc. is located in downtown San Diego at 1400 Sixth Avenue, Suite 103, San Diego, CA 92101. 888-4-Zip-Sox (888-494-7769) Fax: 866-207-2735 info@ZipltGear.com  
www.ZipltGear.com

**CONTACT INFORMATION:**

Evan Papel  
Zip It Gear, Inc.  
888-4-Zip-Sox (888-494-7769)  
Fax: 866-207-2735  
EvanPapel@ZipltGear.com