

*****NEWS RELEASE*****

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**ZIP IT SOX - THE SOCK WITH A POCKET
MAKES DEBUT AT THE TRAVEL GOODS SHOW**

SAN DIEGO, CA. (August 1, 2003)... **ZIP IT SOX**, the innovative and practical pair of socks with a zipper-enclosed pocket, is making a big splash at travel and sports shows nationwide, and debuted at the March Travel Goods Show in Las Vegas. The perfect item for a traveler, runner, walker, workout enthusiast, or anyone who wishes to get around without being weighed down, **Zip It Sox** offers a convenient way to carry keys, a license, credit cards or money – hands free!

"I get so much enjoyment seeing people's reaction to **Zip It Sox** for the first time," states **Zip It Sox** owner and CEO, Evan Papel. "People immediately start to envision themselves using the product. Travelers feel more comfortable on their journey securing credit cards and travelers cheques, knowing that their items are safe and virtually pickpocket proof."

Since attending the Travel Goods Show, **Zip It Sox** "sales have exploded" explains Papel. "Travelers understand that this is smart gear for their journey. **Zip It Sox** are the new money belt."

Each pair of **Zip It Sox** comes with one regular sock and one sock with a vertical zipper enclosing an in-sewn pocket. They are crew length, available in white or black, and are composed of 80% Cotton, 15% Nylon and 5% Spandex (black sock is 80% Cotton, 10% Nylon and 10% Spandex), making it soft and "cushy" on the feet. **Zip It Sox** is US Patent protected through 2017, with a suggested retail price of \$11.99.

Other products being added to the **Zip It Sox** line include ¼ length **Ankle Sox**, which comes with one regular sock and one sock with a horizontal zipper enclosing an in-sewn pocket. Active consumers who require more of a "wicking" action will be happy to learn that **Sport Sox** are due to be released this November. **Sport Sox** are similar to **Ankle Sox**, but are composed of a high performance fiber content of Coolmax® and acrylic blend, which offers an anti-blister system for extreme sports and activity wear.

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“Zip It Sox is one of the most creative new travel goods products I have seen. Every traveler should have a pair” said Anne DeCicco, President of the Travel Goods Association.

Anne McAlpin, Travel Expert and author of Pack It Up said, “Zip It Sox are comfortable, durable, and provide the perfect hidden pocket. An essential on my Ultimate Traveler’s Checklist™.”

Zip It Sox is currently being sold in a variety of mail order catalogs, numerous retail stores across the United States and Canada, and online at www.ZipItSox.com

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