



PRODUCT ... REVIEWS

Zip It Sport Sox Debut

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From product press release



San Diego, CA (July 21, 2004)...Zip It Gear, Inc. has arrived into the Sporting Goods industry with a line that is sure to impress the recreational, amateur, and even professional athlete. The company that had its beginnings in the giftware and travel business has expanded their 'Sock With A Pocket' line of socks to now include a performance-fiber based line of socks.

Zip It Gear has developed their new Zip It Sport Sox using Wellman, Inc.'s Comfortrel XP (R) as the primary performance fiber. "After an exhaustive search, we selected Comfortrel XP (R) because it offers the wickability and quick drying attributes that our consumers demand, at an accessible price," says Evan Papel, CEO.

Zip It Gear will debut the Zip It Sport Sox and Zip It Ultra Lite Sport Sox, a thinner and lighter version of the original, at the August Outdoor Retailer show in Salt Lake City, Utah. All of the 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 actively 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.

Zip It Gear's first step away from socks are is the Zip It Wristband, a wristband with a pocket. "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 they are hiking, playing basketball, running, or whatever the active 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.

For more information, call 888-4-Zip-Sox (888-494-7769) or check out www.ZipItGear.com