



For Immediate Release

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Sof Sole Teams Up with Authors of “Run Like A Mother: The Book” at 2011 Rock ‘n’ Roll Marathon Series

Research Triangle Park, NC – April 18, 2011 - Sof Sole[®], a leading footbed, hosiery and shoe accessory brand, and co-authors Dimity McDowell and Sarah Bowen Shea of “Run Like A Mother” will join forces at several Rock ‘n’ Roll marathons this year to provide informative presentations for participants and present new product offerings from Sof Sole. The promotions will take place at the Country Music Nashville Marathon and 1/2 on April 30, the Rock ‘n’ Roll Denver on October 9 and the Rock ‘n’ Roll Vegas on December 4.

As guests of Sof Sole, a major sponsor of the Rock ‘n’ Roll Marathon Series, McDowell and Shea will be selling and signing copies of their book “Run Like A Mother: How to Get Moving — and Not Lose Your Family, Job, or Sanity” in the Sof Sole booth at the above listed race Expos. Their book provides tips and inspiration on the training, tribulation, and triumph associated with running after becoming a mom which is detailed through the authors’ informed perspectives and personal anecdotes, combined with insight from many other runner-moms.

The authors will also be presenting “13.1 Ways to Train Like A Mother” at each of the race Expos as part of the presentation series, which will include tips geared for race-day performance and enjoyment. The tips, based on their experience as well on experiences and ideas gleaned from 8000+ member RLAM community, will be a combination practical and inspirational so that every runner, whether she's gunning for a PR or just hoping to see the finish line, will find something useful to take to the starting line.

“We’re proud to have Sarah and Dimity on the Sof Sole team at the Rock ‘n’ Roll events this year,” said Greg Stryker, Sof Sole Marketing Manager. “They have done such a good job at building a solid base of followers and we’re excited to offer their experience, expertise and energy to the participants at these three races.”

Sof Sole will be debuting the company’s new Sof Sole Fit lightweight performance insoles at the Rock ‘n’ Roll marathons this year. Featuring an abrasion- and bacteria-resistant high rebound EVA foam that is specially tuned in the forefoot and footbed depending on arch type, the Sof Sole Fit insoles promote the foot's natural range of motion and do not overcorrect for arch type like typical insoles. Stores that carry the new insoles will be equipped with a Sof Sole Fit ID Pad, which takes a thermal impression of the foot within 10 - 20 seconds to determine one of three distinct arch types: high, neutral, and low. Consumers can then prescribe themselves their own insole type based on their personal outcome on the ID Pad. Visit www.sofsole.com/fit for more information.

About Sof Sole[®]

A division of Implus headquartered in North Carolina's Research Triangle Park, Sof Sole[®] is a leader in making performance insoles and footwear accessories designed to enhance comfort, support and breathability. A proud sponsor of the Competitor Group Rock ‘N’ Roll Marathon Series, Sof Sole[®] is committed to offering customized comfort to all athletes, from novice to elite. www.sofsole.com.