



## FootHuggers Comfort Socks Newsletter

- July 2008 Issue -

[www.foothuggers.com](http://www.foothuggers.com)

### **Congratulations to Sharon Huneycutt from Ellijay, GA!**

Sharon is the July winner of a free pair of socks in our monthly drawing. Each month, we draw one name from our email list and that person receives a FREE pair of FootHuggers Comfort Socks of their choice. Since you joined our mailing list, you are automatically entered in this drawing every month!

*Winners are excluded from future drawings for 6 months.*

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### **\$\$ SHOW COUPON \$\$**

**Clip this coupon!** Believe it or not, every month's newsletter represents an opportunity to save money on any of our products at an upcoming show in your area. Simply print the 1st page of this newsletter and bring it to any of the shows listed below. You will receive an additional **\$2.00 off your purchase**, in addition to any other show specials available. Therefore, if you are planning to attend a show - **PRINT THIS PAGE!**

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### **Quote of the Month**

"John:

I was on vacation. THANK YOU for sending the white socks also! My dad will appreciate it as do I. I became a believer in the FootHugger socks last year when you were at the Puyallup Fairgrounds in Washington. My father got some crew socks for Christmas and just loves them. He is on his feet as a bagger 4 days a week at the military commissary and as I said is diabetic. He raves about the socks and no longer wears the athletic socks he used to.

THANKS for going above and beyond!"

Andrea Balzarini

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## FootHuggers and Polartec®

The month of June 2008 made history for our company. Since the beginning, we have always searched for using the best materials we can find for making our line of products. Our search led us to discovering the many fabrics produced by Polartec®. Our WristHuggers, HeadHuggers, FootHuggers, and EarHuggers are all made using Polartec® fabrics. On June 18th, we met with Lynne Richardson of Polartec® at our facility. The meeting was very informative for both of us and resulted in not only our better understanding of the fabric options available from Polartec®, but also the recommendation that we become a licensed Polartec® manufacturer.

As a licensee, we will now have available many benefits through Polartec® Marketing including hangtags and sew-in labels, joint marketing support and Polartec® website links. With these tools now available to us, we will start to re-evaluate our total marketing approach and work with Polartec® to enhance our products presentation and exposure.

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## FootHuggers and YouTube - Anklets for Runners

One of the challenges facing many small companies is getting the word out about your product or service. Today there are many options to accomplish this task, but too often the costs associated with these options are prohibitive. However, one such option is free - **YouTube**.

Most of us think of YouTube as fun entertainment on the web - and it is! But there is more. YouTube is also becoming an inexpensive way for companies of any size to get more exposure to consumers. Therefore, together with the help of our children, we are starting our first in what we hope is a series of informational videos about our products. Our first release will highlight our own son Sean who has become a very competitive runner on his high school varsity track and cross-country teams. Sean, in his own words, explains how he discovered running and the impact FootHugger Anklets have made in his running.

As I am writing this newsletter, our other son, AJ, is editing the video and voice presentation. We hope to have the package launched very soon. I will announce the launch later this month and would appreciate any feedback should you choose to view the video.

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## Made in the USA

Did you know that FootHugger Comfort Socks are all USA made? They are! The fabric we use is made by Polartec® LLC located in Lawrence, MA. Previously known as Malden Mills, they are the creators of Polartec® fabrics - the most advanced performance textiles available today. They can keep you warm when it's cold, keep you dry when you sweat, even repel wind, rain, and snow to protect you from the elements. We buy their fabric and ship it to

Minnesota where we make FootHuggers Socks. No China connection here.  
Even our thread is made in America! *(Just thought you might want to know.)*

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### **Upcoming Shows**

#### **Gold Wing Association Bike Rally**

**Billings, MT**

Holiday Inn Grand Montana

[www.gwta.com](http://www.gwta.com)

July 14-16

#### **Cheyenne Frontier Days**

**Cheyenne, WY**

Exhibit Hall, Booth 13-14 (same as last year)

[www.cfdrodeo.com](http://www.cfdrodeo.com)

July 18-27

#### **Wisconsin State Fair**

**West Allis, WI**

Expo Center, Booth 1625 (same as last year)

[www.wistatefair.com](http://www.wistatefair.com)

July 31 - August 10

#### **Minnesota State Fair**

**St. Paul, MN**

Upper Grandstand, NW Corner (same as last year)

[www.mnstatefair.org](http://www.mnstatefair.org)

August 21 - September 1

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*Thanks for all your support and interest.*

*Please forward this newsletter to a friend  
who might benefit from this information.*

***Have a Great Day!!!***

***Remember: Print the 1st page of this email for an extra  
\$2.00 discount at any of our shows!!***