



FOR IMMEDIATE RELEASE
04/27/06

Piloti Announces Designation as the
Official Driving Shoe of the 2006 Pebble Beach Concours d'Elegance

Westlake Village, CA – April 27, 2006 – Piloti Inc., premier racing and performance driving shoe manufacturer, is pleased to announce its designation as the Official Driving Shoe of the 2006 Pebble Beach Concours d'Elegance.

Piloti has built its reputation on designing driving shoes solely for the needs of motorsports enthusiasts: from hobbyists who enjoy the feel of extra control in the car to professional race car drivers competing for a podium spot at Le Mans.

Expanding the Piloti line in 2006, founder Kevin A. Beard developed a new line of luxury driving shoes that would perform on the track, but were stylish enough to be worn strolling an elegant concours. As an example of the highest standard of elegance and fine design, Kevin looked to the famed Pebble Beach Concours d'Elegance for inspiration.

From its inception in 1950, when paired with the first Pebble Beach Road Race, to its evolution as the finest concours d'elegrance in the world, the Pebble Beach Concours has embodied the values that define Piloti Driving Shoes: authenticity, innovative engineering, and a passion for superior design.

“Piloti and the Pebble Beach Concours d'Elegance are very natural partners,” said Concours Chairman Sandra Kasky Button. “We both revere those things that marry artistic vision with technological expertise. We both strive for excellence in every aspect.”

With its designation as the Official Driving Shoe, Piloti will join the Pebble Beach Concours d'Elegance in celebrating its 56th anniversary on Sunday, August 20.

Additional Concours festivities include the Pebble Beach Tour d'Elegance, RetroAuto, the Blackhawk Collection on View, and The Pebble Beach Auction conducted by Gooding & Company.

Featured marques for 2006 are the stunning designs of French manufacturers Voisin and Delahaye as well as cars that raced in the Pebble Beach Road Races from 1950 to 1956. www.pebblebeachconcours.net

About Piloti:

Piloti is the leader in automotive footwear technology with its patented spherical Roll Control™ heel construction, reinforced sides, and unique bio-mechanical technology that gives the driver perfect pedal feel and enhanced car control. Piloti designs motorsports athletic footwear, apparel and accessories that are distributed to specialty footwear retailers worldwide.

For additional information, please contact:

Kelly Burg
Piloti Inc.
Media Director
805-908-1006
E-mail: pr@piloti.com
Website: www.piloti.com

###