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Xero Shoes Barefoot Sandals Teams Up With ToeSox For Cold Weather Wear

(Boulder, CO) December 26th, 2012 – Barefoot sandal maker, Xero Shoes, extended its product line to answer the common customer question: “How can I keep wearing my Xeros in the winter?” by teaming up with toe sox manufacturer ToeSox.

Explains Xero’s CEO, Steven Sashen, “Once you have the experience of natural movement and feeling the world that our Barefootware® sandals give you, you don’t want to give that up.” But unlike Sashen, who has made it through three Colorado winters wearing nothing but sandals on his bare feet, most Xero Shoes customers wanted a layer of warmth between their feet and the elements.

ToeSox products include socks with individual compartments for each toe, which fits perfectly with Xero’s huarache-style sandals. “And the Grip-style,” adds Sashen, “gives, well, great grip on our FeelTrue® rubber soles.”

Sashen was introduced to ToeSox by customers in cold climates that discovered the Xero + ToeSox combination last winter.

“We’re not only thrilled to have something to offer our customers who want to wear our sandals throughout the year,” says Sashen, “but we love offering a product that performs as well as ToeSox.”

ToeSox Grip are available for \$15/pair at www.XeroShoes.com

Visit www.XeroShoes.com to learn more about the minimalist sandal company and its barefoot-style products.

ABOUT:

Feel The World, Inc. of Boulder, CO, manufactures Xero Shoes®, a high-tech upgrade on the traditional huaraches running sandal of the Tarahumara Indians of Mexico. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of being barefoot, but with a layer of protection. Feel The World, Inc. launched in December 2009. To date, over 25,000 customers, ages 1 to 91, in more than 84 countries wear Xero Shoes for walking, hiking, yoga and gym-going, Crossfit, kayaking, jogging, and even running hundred-mile ultra marathons.

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