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## **Boulder Barefoot Sandal Company Xero Shoes to Appear on ABC's Shark Tank**

(Boulder, CO) May 20, 2013 – “Barefoot Sandal” start-up, Xero Shoes will appear on the hit business-reality TV show Shark Tank on Friday, May 31<sup>st</sup>.

A repeat of the company's appearance three months ago, Xero Shoes' co-founders and husband and wife team, Steven Sashen and Lena Phoenix, attempt to enlist the five wealthy investors – the “Sharks” – to invest in their already successful barefoot shoe company.

“We're still dealing with the massive response from when we were on the show in February,” says CEO, Sashen. “It accelerated our business growth more than we could have imagined.”

“This could be even bigger,” adds COO, Phoenix, “now that it's warm out and it makes more sense to buy sandals than it did in the winter.”

It's no longer a secret that the Boulder couple turned down a \$400,000 offer for 50% of their company, and they have no regrets. “We've almost made that much since we first appeared, and we didn't have to give up any of our company to do it,” explains Sashen.

The company is better prepared for the aftermath of being seen by 7-8 million people this time around. With over 20,000 concurrent visitors to their website and 150,000 total visitors within 24 hours, the 3,000+ orders that came in overloaded their web server... and staff.

Xero Shoes was selected from over 30,000 applicants to the Mark Burnett produced ABC show. “We're tremendously grateful to everyone involved with Shark Tank,” says Lena Phoenix, “And we think the Sharks may want to rethink whether they take a bite out of us.”

Find out more about Xero Shoes at [www.XeroShoes.com](http://www.XeroShoes.com)

### ABOUT:

Xero Shoes® are 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 32,000 customers, ages 1 to 91, in more than 89 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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