



**FOR IMMEDIATE RELEASE**

## **SmartKnit® and Walk2BFit™ Team Up For Healthier Feet**

### **The Collaboration Of Two Great Companies Work Together To Relieve Stress**

KANSAS CITY—July 25, 2007—SmartKnit® and Walk2BFit™ are teaming up to provide end users with the perfect combination of fit, lift, and support for bodies. Your feet support the base of your entire body so even minor foot problems can result in pain, and decreased strength and energy. SmartKnit products are specifically designed to provide the fit, comfort and first layer of protection for your feet.

“If socks could be state-of-the-art, the SmartKnit line of products would fall in that category.” stated Jeff Dalbey, Director of R&D for Knit-Rite. “Extensive research of best yarns, design, and manufacturing deliver innovative performance products that excel in delivering protection for the wearer.”

The SmartKnit family of products include SmartKnitHEALTH®, a patented line of seamless diabetic socks, SmartKnitACTIVE® a patented line of socks engineered for the athlete, and SmartKnitENERGY™, a line of mild compression trouser socks and women’s tights that are designed for people who are on their feet. Each of these lines are engineered to address the specific needs of the wearer.

Controlling moisture and reducing bacteria can be foot care issues for diabetics, athletes, and people on their feet for extended periods. SmartKnit offers products made from various yarns including CoolMax®. These yarns are “moisture-wicking” fibers that pull moisture away from the foot thereby reducing friction. These fibers also allow the sock to dry up to four times faster than socks made with cotton. The SmartKnitHEALTH and SmartKnitACTIVE socks are also available with the silver fiber X-STATIC®. These antimicrobial silver fibers help reduce the growth of infection-causing bacteria within the sock. Mark Smith, President of Knit-Rite, stated, “We are focused on helping our customers make smarter choices for their active lives. Our R&D teams are on a perpetual quest to develop products that support “healthier living” for our customers.”

SmartKnit products are available at [www.Walk2BFit.com](http://www.Walk2BFit.com)., additional on-line web stores, and fine retailers across the country.

Knit-Rite, Inc., is based in Kansas City and is a leading designer, marketer, and manufacturer of innovative textiles for medical and consumer markets. Founded in 1923, Knit-Rite remains committed to maintaining an active R&D staff with a scientific background in textile manufacturing technology.

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