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## **AETREX INTRODUCES RX RUNNING SHOES**

*The First Running Shoe Designed to Relieve the  
Pain & Discomfort from Common Foot Problems Runners Face*

TEANECK, N.J. (August, 2011) – Aetrex, a widely recognized global leader in comfort and wellness footwear products, is proud to introduce **Aetrex RX Runners** for men and women, designed to excel in performance and provide quick, comfortable relief from pain and discomfort by reducing pressure and shock from the areas of the foot most susceptible to pain while keeping the runner in proper lower extremity balance and alignment.

“RX Performance Runners are another way to demonstrate our commitment to keep people feeling good on their feet so they can continue to live a healthy and active lifestyle,” said Larry Schwartz, CEO, Aetrex.

Aetrex RX Performance Runners integrate the latest scientific advances in running biomechanics and foot health and were designed by foot doctors and pedorthists with features to relieve the most common painful foot problems associated with running:

### **Condition: Plantar Fasciitis/Heel Pain**

#### **Solution: Fad Pad Gel Technology**

One of the most common causes of heel pain is the thinning of the calcaneal fat pad. While some running shoes offer three millimeters of gel in the heel, Aetrex RX Runners encapsulate 10 millimeters of technologically advanced gel under your heel for unmatched cushioning and shock attenuation.

#### **Solution: Heel Cradle Outsole with Unique Horse Shoe Design**

Long used by foot doctors to relieve pressure to the heel, Aetrex has included this effective feature in the sole of the shoes. The immediate benefit is a dramatic reduction in pressure to the calcaneus (heel bone).

#### **Solution: Gateway External Heel Counter**

Made from advanced TPU, this heel counter provides stability and helps keep your rearfoot in neutral position to prevent the over-pronation that often can lead to plantar fasciitis.

### **Condition: Metatarsalgia (Ball-of-Foot Discomfort)**

#### **Solution: The RX Runner Midsole**

The midsole was specifically designed to alleviate metatarsalgia by incorporating the appropriate toe spring to reduce stress at the ball-of-the-foot.

#### **Solution: Mozaic Performance Insole**

The patented Mozaic Insole allows the shoes to be customized to the runner’s specific needs. By removing the gel plugs from the forefoot area, they’ll immediately benefit from the relief at the

specific areas of pressure. The footbed also features a metatarsal pad to redistribute pressure from the metatarsal heads.

**Condition: Achilles Tendonitis**

**Solution: The unique design of the Aetrex Runner**

The design incorporates several features to help reduce the risk factors associated with Achilles Tendonitis. The advanced fat pad gel technology, multi-density heel cradle outsole and the Mozaic Performance footbed provide the elevation, cushioning and shock attenuation needed for relief from the condition.

“This shoe was created to allow runners to train longer and more effectively with less pain and damage to their feet and legs,” said Ruk Peterson, Director of Research & Design at Aetrex, an All-American runner who is all too familiar with the need for properly designed shoes. “The Fat Pad gel in the heel allows runners to train without the leg and foot pain that is associated with years of running and with longer runs. These shoes will also help those suffering from minor foot pain such as plantar fasciitis by helping the heels natural fat pad be more effective in attenuating shock.”

Aetrex RX Runners are available in three men’s colors, sizes 7-13, 14 (MSRP \$129.95) in medium, wide and extra wide widths, and three women’s colors, sizes 5-11 (MSRP \$129.95) in medium, wide and extra wide widths.

**About Aetrex Worldwide, Inc.**

Aetrex Worldwide, Inc. is widely recognized as the global leader in comfort and wellness footwear products. With fashion, function and quality at the forefront, Aetrex designs and manufactures therapeutic, casual, dress, sandal and athletic footwear for both men and women. Aetrex also developed iStep, the world’s leading digital foot scanning technology designed to accurately measure feet and determine foot type and pressure points. It is also renowned for its over-the-counter Lynco Orthotics, the world’s #1 foot orthotic system. The New Jersey-based corporation was recently named one of New Jersey’s Top 100 Privately Held Companies and one of NJBIZ’s Top 30 Manufacturing Companies.. It has remained privately owned by the Schwartz family for three generations. For additional information, please visit [www.aetrex.com](http://www.aetrex.com).