

## **MISSION 2: THE TRADITIONAL PR RELEASE**

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### **NEW RUNNING SHOE PROMOTES HEALTH AND TECHNOLOGY**

*Fleebok wants to push consumers towards a healthy lifestyle*

NEW YORK, February 21, 2017- Fleebok is set to release a new running shoe with nano-chip technology embedded within the shoe sole. This new line shoe line is the first of many fitness related products, as Fleebok is trying to encourage buyers to become more health conscious.

This new line uses nano-chip technology that tracks the runners' calories, distance and speed. All the runner has to do is download the Fleebok Companion app on their phone and pair it with their shoe. The technology has the ability to measure muscle fatigue in your legs and then adjust the sole to your discretion, allowing you to maximize or minimize the intensity of your run. "The nano-chip technology is really a breakthrough in the world of exercise. Not only are we using it in the shoe line, but we plan to merge the technology into our running gear as well because we want people to become more active, and enjoy doing so." said Rio Ferdinand, chief of Exercise Science research at Fleebok.

The new shoe is called the "Hermes Runners", alluding to Hermes-the messenger of the Greek Gods. The Hermes Runners are set to release early spring this year with the retail price being an affordable \$150.00. "We wanted to drop this shoe right before the warm weather so buyers can be able to run outside and get the full experience of the shoe" said Anthony Doubs, CEO of Fleebok.

The Hermes Runners is a staple shoe in Fleebok's history. Fleebok was founded in 1950 with a focus on comfort and mobility. Throughout the years Fleebok expanded from sneakers, to clothes and accessories. Fleebok is now one of the leading retailers in athletic apparel for men, women and children. Being that health is a major issue in the world, Fleebok strives to encourage healthy living and body positivity worldwide. Please visit [Fleebok.com](http://Fleebok.com) or call 1-800-GETMEFLEE for more information.

Fleebok is already planning to release a "Hermes Runner II" next year with improvements to continue their healthy lifestyle initiative. For more information on Fleebok, their products and the company's new initiative, please visit [Fleebok.com](http://Fleebok.com)