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The *Fun Never Stops* with kigo footwear Grassroots Pro Deal Program

New incentive program assists retailers and real world evangelists

September 7, 2010, Atlanta, GA – kigo footwear is a line of versatile eco-friendly minimalist shoes for athletic and everyday wear. The company, which launched in 2009, has introduced its “Fun Never Stops” Pro Deal program. Named for the company tag line “keep going...the fun never stops,” this Pro Deal is designed to work at the ground level to put shoes on the feet of those who are bringing them to the consumer.

kigo footwear is designed for the hard core athlete and the everyday individual alike, offering benefits that speak to everyone. The shoes are stylish enough for everyday wear, making them a footwear alternative that extends minimalist benefits from the athletic arena to the real world. The shoes are durable enough for wet or dry athletics and outdoor activities, allowing them to be the single footwear choice for almost every active endeavor. They are built in a shape that is familiar to the general consumer, at a price point that is accessible, yet have the athletic wearer in mind with elements like stretch throughout and extra volume in the top of the shoe.

Lightweight, water-resistant materials and a slip-free flexible outsole offer a protected barefoot feel when worn. The shoes feature a thin, foldable outsole made from high-density rubber, and breathable, stretchy lightweight materials. The composition blends certified non-toxic elements, such as water based adhesives and eco-friendly dyes, with post-consumer textiles including CYCLEPET, an upper fabric made from recycled plastic jugs.

“Many Pro Deal programs are managed on a large scale, but kigo footwear is doing things the way we always do, personally and individually,” said Kristin Parker, co-founder of kigo footwear. “We want to educate, inspire and appreciate all of those individuals who are helping to make kigo a success, and this program is one of the ways we’re doing that.”

The goal of the new “Fun Never Stops” Pro Deal program is to help retailers and grassroots evangelists to experience this durable, stylish footwear that offers amazing versatility for individuals looking for shoes for working, working out, playing and relaxing. For more information about the kigo footwear Pro Deal program or to receive an application, please contact Rachelle Kuramoto at rachelle@kigofootwear.com.

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About kigo footwear

kigo footwear is stylish, eco-friendly minimalist footwear for athletics and everyday wear. The kigo team strives to provide comfortable shoes that are stylish enough for everyday wear, sturdy enough for athletics and constructed to be as good for the Earth as for the body. Each kigo shoe is thoughtfully and responsibly constructed of lightweight eco-friendly materials, including removable EVA insoles, breathable, stain/water resistant uppers and flexible, high-density rubber outsoles. For more information, please visit us at www.kigofootwear.com.

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