



The International Sporting Goods Market is Getting Stick-e

Flossmoor, IL, January 18, 2008 --(PR.com)-- Yoga Stick-e Socks...for that barefoot feeling! is the newest patented product for the Yoga market and recently received international acclaim from the sporting goods industry when it was selected as a finalist at the ispo BrandNew competition. Yoga is finally being recognized in the fitness industry as an important exercise not only for itself but also as a performance enhancer for more mainstream sports.

The ispo BrandNew Award is the world's largest start-up competition in the sporting good industry and is seen as a barometer for the latest progress. Every six months an international jury meets in Munich to award the best and most innovative products of young entrepreneurs. The winners and finalists of the 17th competition will be recognized at ispo winter 08, this January.

The jury faced a tough challenge this year. 261 entries from 26 countries represented about 13 percent more products than last year, which is a new record. Among the entries were a multitude of products with eco-friendly characteristics as well as accessories. Following tests, demonstrations, analyses and in-depth discussions among the jury, the 31 finalists and eight winners were finally selected.

Yoga Stick-e Socks...for that Barefoot Feeling! was selected as a finalist in the accessories category. Yoga Stick-e Socks is the newest, patented, eco-friendly, product for the fastest growing area in the health and fitness market - yoga. They are also applicable for all barefoot sports including Martial Arts, Pilates, and dance. Yoga Stick-e Socks have a unique patented design that provides a hole for every toe to extend through and remain exposed for gripping. They also have a non-slip, exclusive, stick-e bottom. The sock is made from eco-friendly bamboo that is naturally antibacterial, deodorizing and cooling. Yoga Stick-e™ Socks provide a hygienic, sweat absorbing, non-slip workout environment for all barefoot sports.

“Yoga, unlike other activities, is not a manufactured craze. It is an activity that has a long history and only recently began enjoying broader appeal due to health benefits. As a spiritual as well as low-impact activity, it appeals to young and old alike. Yoga has yet to hit the peak of its popularity and within a few years could become a stalwart of the fitness industry as opposed to the latest fad.” by Mike Troy from DSN Retailing Today

In the annual study, "Tracking the Fitness Movement," the Sporting Goods Manufacturers Association (SGMA) puts the number of frequent participants, those who engage in fitness activities more than 100 times annually, at a slightly declining rate. Meanwhile, Yoga and Pilates participation have been increasing annually as much as 40%.

Much of this increase is attributable to the fact that the activity is season-less, as well as ageless with children through the elderly participating, more health clubs are offering more classes, and more men are recognizing it as a performance enhancing activity for their mainstream sports.

“Yoga-style stretching can benefit any athlete, but it is most valuable for preventing injuries in sports that



require explosive activity,” according to Tony Mahon, Ph.D., an exercise physiologist at Ball State Human Performance Lab, in Muncie, Indiana. These include racquet sports, power lifting, sprinting, basketball, volleyball, baseball, and any activity where a great deal of force is suddenly exerted by the muscles.

Over the last few years, several NFL teams have started incorporating Yoga into the pre-season training regimens for their players. They hope that by adding Yoga, they will reduce the risk of injury. Teams incorporating Yoga include the Chicago Bears, the Cincinnati Bengals, and the New York Giants.

Now that the popularity of Yoga has exploded, so have many of the challenges associated with performing Yoga. Many people experience sweaty feet that prevent them from holding a pose well or safely. People often share the same mats in the studio that are not cleaned after each use thus increasing the spread of fungus, and many people like to take their exercise regimen on the road without having to carry a cumbersome mat. These are the reasons behind the invention of [Yoga Stick-e Socks](#).

The Stick-e brand has several new complementary products coming to market in the next few months, including exercise DVDs incorporating the socks. The first in the series will be a new innovative Hip Hop workout that will leave one Hot and Stick-e!

Yoga Stick-e Socks are being distributed through Americal Corporation, a leading supplier of socks and hosiery to mass merchandisers.

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