



Contact: Steven Sashen
303.931.9669
steven@XeroShoes.com

FOR IMMEDIATE RELEASE

Xero Shoes Celebrates Third Anniversary With Sale

Boulder, CO, November 22, 2012 – Feel The World, Inc., the makers of Xero Shoes barefoot sandals is celebrating a milestone anniversary with a holiday sale.

“I know the statistics that most new companies don’t make it this far,” says CEO, Steven Sashen. “So we’re thrilled that our third year is over 100% better than last year.” Sashen reports that with the help of their Chief Development Officer, the co-founder of Avia Footwear, Dennis Driscoll, Feel The World expects 2013 sales to quadruple 2012.

Adds co-founder Lena Phoenix, “What’s amazing is that this whole company started almost as a joke.”

Feel The World began after Mr. Sashen was told by a barefoot running coach, “If you had a website for those barefoot sandals you’re making as a hobby, I’d put you in a book I’m writing.” Sashen raced home and pitched the idea to Phoenix, his wife, who shot it down.

“I told him it was a horrible idea,” Phoenix reports.

“I agreed with her,” says Sashen, “and then after she went to bed, I built a website.”

The new site, launched November 23, 2009, perfectly caught the wave of interest in barefoot running, inspired by the New York Times best-seller, Born To Run. Since then, Feel The World has sold over 25,000 pairs of Xero Shoes (originally called Invisible Shoes) to customers in 84 countries, who use the minimalist sandals for walking, hiking, camping, water sports, yoga, jogging, and even running 100-mile ultramarathons.

To celebrate their third anniversary, Feel The World is offering all products at 20% off until midnight, December 2nd.

Visit www.XeroShoes.com to learn more about the minimalist sandal company and its barefoot-style products.

ABOUT:

Feel The World, Inc. of Boulder, CO, manufactures Xero Shoes®, a high-tech upgrade on the traditional huaraches running sandal of the Tarahumara Indians of Mexico. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of being barefoot, but with a layer of protection. Feel The World, Inc. launched in December 2009. To date, over 25,000 customers, ages 1 to 91, in more than 84 countries wear Xero Shoes for walking, hiking, yoga and gym-going, Crossfit, kayaking, jogging, and even running hundred-mile ultra marathons.

###