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XERO SHOES EXPANDS BEYOND SANDALS WITH A NEW CLOSED-TOE CASUAL SHOE

(Broomfield, CO) October 14, 2016 – Xero Shoes, the company known for its lightweight performance recreation sandals, just launched its first closed-toe casual shoe, the Ipari Hana. Says CEO, Steven Sashen, “For years, customers have told us they love our sandals and want something with the same feeling, fit, and performance, but with a closed-toe for work or colder weather.”

The Hana’s base is the patented FeelTrue® rubber sole used in Xero’s best-selling sandals. The upper is canvas with Microfiber lining and exterior accents. A signature huarache-style lacing system adds to the Hana’s comfort, durability, and recognizable style. Even though the Hana is marketed as a casual shoe, early wearers have used the eight ounce (Men's size nine) shoe for hiking, camping, weight lifting, and trail running.

Dennis Driscoll, Xero Shoe’s chief product designer, commented: “It’s a great looking casual shoe with natural movement. I am proud of the evolution of our image and brand.”

Designed with the foot’s natural movement in mind, the Hana features a wide footprint and toe box to let the toes relax and spread. A low-to-the-ground, non-elevated, zero-drop sole allows for proper posture, balance, and agility. The FeelTrue® sole provides protection without compromising a foot's ability to bend and flex. Although the Hana was originally designed for men, women reported the wider base works well for their feet too. For both sexes with narrower feet, the women's version named the Lena will be launching in Spring 2017.

The closed-toe shoe collection name, Ipari, was inspired by the Tarahumara Indians endurance running ball game, rarajipari. The shoe name, Hana, comes from the Maui town name, which evokes the casual adventure feeling of the shoe. Also, in Hawaiian, "Hana" means "craft" which reflects the craftsmanship of Xero’s new shoe.

The Hana is available in three colors: Black / Rust, Brown / Black, and Sand / Chocolate. MSRP is \$79.99. The Hana and other Xero products are sold on the company's website (www.xeroshoes.com) and in 150+ US retail locations. For a complete list of stores, please visit <http://www.xeroshoes.com/stores>.

ABOUT:

As seen on ABC’s Shark Tank, Xero Shoes®, a Colorado-based woman-owned corporation, makes lightweight modern minimalist footwear designed to support natural foot movement and function. Since its inception in 2009, Xero has attracted over 120,000 customers in 94 countries who enjoy the company's footwear for walking, hiking, trail running, ultramarathons, backpacking, yoga, kayaking, rafting, stand up paddle boarding, family vacations at the beach, on cruise ships, and nights out on the town.

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