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FOR IMMEDIATE RELEASE

Best Kept Shoe Secret for Runners in Northern Virginia
Foot Efx Store in Vienna Announces New Spira™ Running Shoes

Vienna, VA - August 27, 2005 - Today **Foot Efx** in Vienna, Virginia watched as a local runner bounced across the finish line first place in her age group of the Stonewall Jackson 5K race wearing their latest secret weapon for runners. The amazing Spira™ Del Sol running shoe for men and women is super lightweight and features WaveSpring™ technology to increase bounce and recycle 96% of energy otherwise lost to the ground, thus creating greater propulsion. No other store in the D.C. metro area carries the Spira™ line. The **Foot Efx** store in downtown Vienna is a modest little shop that inconspicuously sells this hidden treasure for runners. **Foot Efx** in Vienna also sells Symmetry Plus arch supports that provide perfect alignment to help eliminate a runner's worst fears -- developing tendonitis or tendon tears.

Recently, **Foot Efx** outfitted local runner and owner of **seeMOMMYrun.com**, Andrea Vincent, with several models of Spira™ and Symmetry Plus arch supports. Just one year after giving birth and laying off running for a few months, Andrea Vincent found a new spring in her stride and placed 1st place in her age group at the Stonewall Jackson 5K, trimming time off her post-partum personal record (PR) and finishing with energy to spare at a 7-minute per mile pace. "I have dealt with chronic knee pain and swelling that has also started causing hamstring injuries. Since I started wearing Spira running shoes my knees feel great and my pains are virtually gone - even while running 20-plus miles. The **Foot Efx** team is extremely knowledgeable, helpful, and supportive," explains Mrs. Vincent.

Why haven't you already heard about **Foot Efx** and Spira™? You won't see commercials featuring top athletes wearing Spira™ because these are serious shoes created by researchers and doctors. However, if you are looking for a seriously comfortable, well-designed, amazing running shoe that will help enhance your performance and increase your speed you should definitely try on a pair. Runners can choose from several styles for cushioning or stability, and your preference of springs in your heels, midsoles or both.

According to **Foot Efx**, WaveSpring™ technology stores and disburses energy with every step. Testing performed by Sports Biomechanics, Inc. at Michigan State University reports that 87% - 96% of the energy is returned from the WaveSpring™. This is the highest energy return score for any midsole material ever tested. **Foot Efx** concentrates on creating arch supports, shoes for diabetics, and other pain relief products that alleviate many common foot and alignment issues. **Foot Efx's** Symmetry Plus arch supports help improve balance, support the ankle hinge joint, and correct supination or pronation to create perfect alignment for hips and lower backs. If you are a diabetic on Medicare (Part B), you may be eligible to receive at little or no cost, one pair of extra-depth comfort shoes and three pairs of custom inserts - another gem of knowledge that **Foot Efx** can help explain.

About Foot Efx:

Foot Efx is located at 110 Lawyers Road NW, at the corner of Lawyers and Main Street in downtown

Vienna, VA. The store carries shoes that correct many types of foot ailments including Spira™ running shoes, Symmetry Plus arch supports, and PW Minor and Propet walking shoes for diabetics, custom-fit arch supports, and other foot-friendly casual shoes. For more information, visit www.FootEfx.com or call 703-242-5956.