



for immediate release

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Foot Petals Launches Sole Kings Men's Division

Foot Petals, the Los Angeles based designer footwear accessory company introduced its new line of men's products at the February 2004 WSA show in Las Vegas. Due to the phenomenal success of Foot Petals shoe cushions for women, and popular demand from men, **Foot Petals** has launched its men's collection branded as **Sole Kings**.

The **Sole Kings** collection will consist of 3 products designed for men's dress and casual footwear. A full insole called "**King**" will be available in 3 sizes, to insure a proper fit. "**Jack**" is a three quarter length insole, and "**Joker**" is a cushion created for the sensitive heel area. All products will be available in 2 colors, blackjack and gold rush. A fine faux leather finish sets **Sole Kings** apart from all other men's shoe insoles.

Each style from **Sole Kings** is crafted using the highest quality material, PORON cellular urethane, and technology available. All cushions have a contoured surface for the best possible fit, without unnecessary bulk. Maximum shock absorption is provided by the high performance urethane material the styles are made with. The shock absorption provides health benefits by allowing for less stress on joints and feet.

The **Sole Kings** collection will take men's footwear to a whole new level of comfort. All the insole cushions are stylish and affordable, with an average retail price point of \$15.00. Additional information is available at www.SoleKings.com or www.FootPetals.com.