

Professional Bass Angler Cody Meyer Announces Agreement with Z-Coil® Footwear

Partnership will Mark Z-Coil's First Entry into the 4.8 Billion Dollar Professional Angler Industry

FOR IMMEDIATE RELEASE

(October 28, 2009 - Grass Valley, CA) – Professional anglers spend day after day on their feet in search of the winning fish. Long hours on your feet often leads to pain in feet, joints and the back. The first step to taking care of your body is to ensure that you are wearing proper footwear. Z-Coil shoes are designed specifically to alleviate the breakdown of the body by reducing impact and more evenly distributing pressure across the foot. Less impact means less pain.

The reigning FLW Stren Series angler of the year and FLW Cup qualifier Cody Meyer is proud to announce that he has partnered with Z-Coil to promote their line of footwear to anglers across the country. "I truly believe that my switch to Z-Coil shoes has allowed me to spend more hours on the water. Also, my time on the water is pain-free and I can focus on fishing rather than worrying about my feet. Z-Coil shoes are by far the most comfortable shoes I have ever worn, on the water or off," Cody Meyer explained.

Z-Coil has put together a Western fishing team including FLW Pro Jeff Billings, Southern California angler Jason Hemminger, leading FLW Co-Angler J.R. Wright, and FLW Collegiate series champion Steve Reed. Also on the team is Northern California angler Tom Leogrande, who had this to say about Z-Coil shoes: "My body has paid a large price due to playing football for over 20 years. Until recently my feet, knees and back would hurt for days after a weekend of fishing. Since switching to Z-Coil shoes I have next to no pain, more energy and the confidence to know that three days on the water won't effect me for weeks. I truly feel that Z-Coil shoes have extended my fishing hobby/career for many years. Besides, it says a lot that I'd wear shoes this odd-looking and be excited about it!"

While Cody Meyer and the Z-Coil fishing team will be promoting the shoes and offering testimonies about their effectiveness, Z-Coil will be helping to support Cody during his rookie campaign on the FLW Tour. "Fishing the tour means I will be standing six to nine days straight, sun-up to sun-down, and that's a lot to ask of my body. I know taking care of my body has to be one of the top priorities for me this season and future seasons on tour. I am so happy to know that I will be wearing the absolute best footwear available," stated the 26-year-old angler.



About Cody Meyer:

Cody Meyer lives in Grass Valley, California, with his wife Kari. Cody is a full-time bass angler with well over \$250,000 in career earnings. Cody has finished in the top 10 in nine FLW events since 2007, including a third place finish in the 2009 \$2 million Forrest L. Woods cup in Pittsburgh. Cody will make his FLW Tour debut in February at the Red River in Louisiana.

To Contact Cody Meyer: (530) 906-8933 or FishinMeyer@yahoo.com

About Z-Coil

To learn more about Z-Coil's remarkable pain-relieving technology, or to view a wide range of styles for both men and women or locate a Z-Coil distributor near you, visit the Z-Coil website at <http://www.zcoil.com> or call (800) 268-6239. Customers receive personalized, custom fittings and free footwear adjustments for the life of their footwear in order to achieve the greatest comfort possible in their Z-Coil shoes.

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