

Z-Coil Embarks on Limited-Edition Offerings

In response to growing customer demand, **Z-Coil Footwear** is launching a series of "Limited Edition" styles beginning in November 2008, and running through 2009 and beyond. By presenting the market with more frequent, but limited, quantities of exciting new styles of Z-Coil® Pain Relief Footwear®, the company hopes to satisfy the desires of loyal customers for updated looks while enticing novices to give the unique shoes a try.

Z-Coil's first limited-edition offering will be the Z-Trek, a low-profile and breathable hiking shoe that features the same innovative technology as other Z-Coil styles: a shock-absorbing coil in the heel supported by a rigid, built-in orthotic, and thick and resilient cushioning in the forefoot. Proven to reduce impact to the body by 50% and deliver a 40-50% energy return, Z-Coil® shoes can significantly relieve the pain of plantar fasciitis, heel spurs, joint pain, and lower back pain.

For more information, visit www.zcoil.com, call 800-268-6239, or circle #177 on the reader service card.

