

# Medi-Dyne Healthcare Products Launches SoftMoves™ Adhesive Gel Pads

## Less Pain for Consumers, More Gain for Retailers

Colleyville, TX – May 21, 2007 -- Medi-Dyne Healthcare Products Ltd. announced today the national launch of the new SoftMoves™ Adhesive Gel Pads, the first self-adhering shock-absorbing gel pads that can be worn with or without shoes.

Summer has always presented a time to liberate feet with open-toe shoes, sandals or even going barefoot. But for many, the resulting blisters can be a high price to pay for that freedom. According to the Foot Health Foundation, almost 20 percent of the U.S. population has more than one foot problem each year. Summer should be carefree, relaxing and fun -- the last thing people want to think about is a blister.

Using the latest break-through technology, *fixi-gel*, the SoftMoves™ Adhesive Gel Pads put the ease back into summer for consumers while boosting summer add-on sales for shoe and foot care departments.

The SoftMoves™ Adhesive Gel Pad actually sticks directly to your foot or shoe without messy, one-use adhesives -- providing a soft, pliable cushion for blisters or a shock-absorbing pillow for hard-working feet. SoftMoves™ Adhesive Gel Pads are transparent so they can be worn undetectably with any style of shoe – sandals, flip-flops, backless heels, open-toe pumps or even no shoes at all. And because the *fixi-gel* itself is adhesive in nature – it can be moved from foot to shoe and still remain in place without falling, sliding or moving.

“The \$7 billion sandal industry is in ramp up mode for its prime selling seasons. SoftMoves™ Adhesive Gel Pads are the perfect summer shoe accessory. At an MSRP of **\$7.99** they offer a profitable add-on sale for every pair of shoes sold. Additionally, with the growth of sandal sales SoftMoves™ present a significant opportunity for same-store sales growth,” notes Craig DiGiovanni, Vice President, Medi-Dyne Healthcare Products.

According to data compiled by the NPD Group Inc., a market research company in Port Washington, N.Y., sales of sandals rose 13 percent to \$7.4billion nationwide in the year that ended in March 2006 compared to the same period a year ago. In that same time, sandal sales have expanded to nearly one-fifth of the footwear market. With sales of men's sandals jumping nearly 11 percent from February 2005 to January 2006, and another 13.4 percent from February 2006 through this January 2007.

“We’re getting ready for summer, but sandals are increasing in popularity as a year-round shoe for men and women. At Medi-Dyne our focus is on innovations in pain prevention. We understand that comfort never goes out of style,” remarks DiGiovanni.

Sandals, flip-flops, sport shoes, heels, open-toe shoes and COMFORT! Freedom never felt so soft or profitable.

Orders can be placed immediately. Shipping begins immediately. Contact your Medi-Dyne sales representative or Medi-Dyne Healthcare Products at (817) 257-8660.

### **About Medi-Dyne Healthcare Products**

Medi-Dyne Healthcare Products LTD is a global healthcare company dedicated to providing innovative products that deliver effective pain prevention and injury rehabilitation. With leading products in physical therapy, foot care, stretching, and skin care categories, Medi-dyne is committed to its partnerships with healthcare professionals and the efficacy of its products. The company is based in Colleyville, TX. [www.Medi-Dyne.com](http://www.Medi-Dyne.com)

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