



PRESS RELEASE

Nfinity Sign Multiyear Contract with WBCA

ATLANTA, Ga, (March 5, 2009) -- Nfinity Shoes, the first woman's performance team sport footwear company, announced today that it will debut a revolutionary women's basketball shoe – the first of its kind in the marketplace – at the 2009 NCAA® Women's Final Four® in St. Louis. Nfinity will host the official "Nfinity After Party" on April 5, 2009 from 11:00 p.m. until 2:00 a.m. CT at the Hyatt Regency St. Louis in the Promenade Ballroom.

Nfinity recently signed a multi-year sponsorship deal with the Women's Basketball Coaches Association (WBCA). The agreement is part of Nfinity's goal to make a profound difference in the lives of female athletes by providing footwear specifically designed for their physiology.

"The WBCA is proud to team up with Nfinity Shoes as they delve into the women's basketball arena," said WBCA CEO Beth Bass. "It is encouraging to see a company truly take concern for the health, fitness and continued growth of our game. We are thrilled to be making this addition to our WBCA National Convention family!"

"We are proud to partner with the WBCA and play a role in their effort to foster and promote the development of basketball as a sport for all women and girls," said Tate Chalk, Nfinity Shoes CEO. "Nfinity believes that the same amount of time, research and technology should be used in the engineering of women's shoes to allow for competition at the highest level."

About Nfinity Shoes

Nfinity Shoes, the first woman's performance team sport footwear company, is the only brand to design and produce high performance athletic footwear for women only. While other companies adapt men's products for the women's market, Nfinity has pioneered a new category of athletic shoe dedicated exclusively to the female athlete. Nfinity is the only shoe company in the world that focuses on proprietary engineering innovations designed to alleviate injuries to women specific to their physiology, while delivering superior comfort and performance. Founded in 2004, Nfinity introduced the world's first high-performance cheerleading shoe for women and was ranked 9th on Inc. Magazine's list of Top 100 Consumer Product Companies in 2008. Visit www.nfinitybasketball.com for more information.