



FOR IMMEDIATE RELEASE

NFINITY FOOTWEAR TO RELEASE REVOLUTIONARY KNEEPAD

Nfinity and UK Materials Company d3o™ Team up to Launch New Volleyball Protective Wear

ATLANTA (September XX, 2009) – [Nfinity](#), the first women's performance team sport company, has collaborated with UK materials firm, [d3o™](#) to design the new [Nfinity d3o™ Kneepad](#), the smallest and thinnest kneepad on the market designed for female volleyball players. The Nfinity d3o™ Kneepad is the first non-shoe product released by Nfinity.

d3o™ is a patented, shock-absorbing material made with intelligent molecules that flow as you move and upon impact, the molecules lock together to absorb shock and resist impact. The Nfinity d3o™ Kneepad also features a moisture management system that gives consumers the ability to remove and wash the sleeves separately, keeping them fresh.

Already used in extreme sports and military protective gear, the introduction of d3o™ technology in the Nfinity d3o™ Kneepad marks the beginning of a strategic partnership for both organizations in the volleyball protective wear market.

"We can't wait to get the product out there," said Nfinity CEO Tate Chalk. "Utilizing this innovative material in our new kneepads proves that protection doesn't have to be rigid and bulky. It's possible to achieve the same level of protection in flexible protective sports gear that reacts to your needs."

"It was a pleasure to work with Nfinity to design an innovative product that will make a mark in the protective wear industry. Focusing the d3o™ protection where the players actually need it, resulted in a comfortable and unobtrusive kneepad that is unusually short and thin," said d3o™ founder Richard Palmer.

The Nfinity d3o™ Kneepad will be available in October 2009. The kneepad comes with interchangeable white and black sleeves and can be preordered for \$49.99 at www.wwsport.com and www.athenasattic.com.

About d3o™

Smart Molecules for Advanced Protection

d3o™ is a specially engineered material made with intelligent molecules. They flow with you as you move but on impact the molecules lock together to absorb and disperse the energy giving you the freedom to perform while responding to your protection needs. The harder the impact, the faster the molecules react giving you the freedom to perform while responding to your protection needs. For more information, visit www.d3o.com.

About Nfinity

[Nfinity](#) is the first women's performance team sport footwear company. 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 focuses on engineering innovations designed to alleviate injuries specific to a woman's physiology, while delivering superior style, comfort and performance. Founded in 2004, Nfinity introduced the world's first high-performance cheerleading shoe, was ranked 9th on *Inc.* magazine's list of "Top 100 Consumer Product Companies" in 2008, and was named "Business Innovation of the Year" at the 2009 American Business Awards. Visit www.nfinity.com for more information.

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