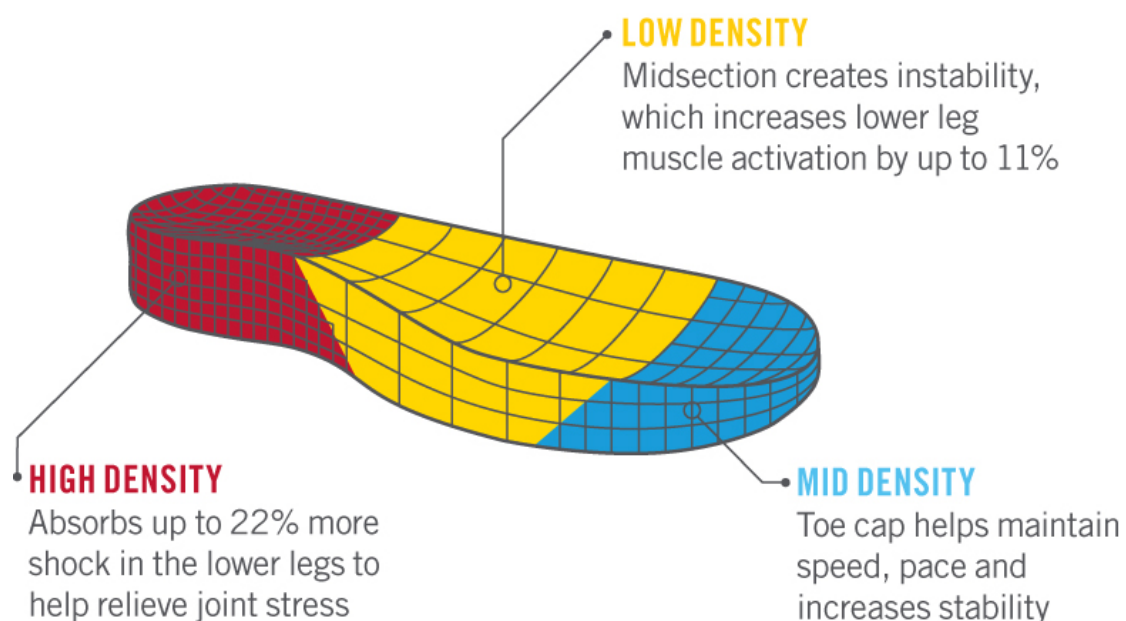


HOW THEY WORK

TECHNOLOGY

FitFlop™ sandals were first created in 2007, after Dr David Cook and Darren James – both biomechanists at London South Bank University – collaborated with Marcia Kilgore (businesswoman and busy mum) to create the world's first muscle-activating flip flop. Over twelve million pairs have been sold since, and now they've branched out into clogs, sneakers, shoes and boots too.

FitFlop footwear features a patent-pending Microwobbleboard™ midsole which can help increase the time that your muscles are engaged every single time you take a step:



RESEARCH

London South Bank University

Case studies conducted by biomechanists at the Human Performance Centre, London South Bank University, show that wearing FitFlop™ footwear can:

- Increase bottom muscle activation (up to 30% longer)
- Increase hamstring muscle activation (up to 16% longer)
- Reduce knee joint stress (up to 20%)
- Reduce hip joint stress (up to 8%)
- Reduce ankle joint force (up to 11%)

Salford University

FitFlop's Microwobbleboard technology was also tested independently in studies at Salford University by Dr Philip Graham Smith and Richard Jones, which

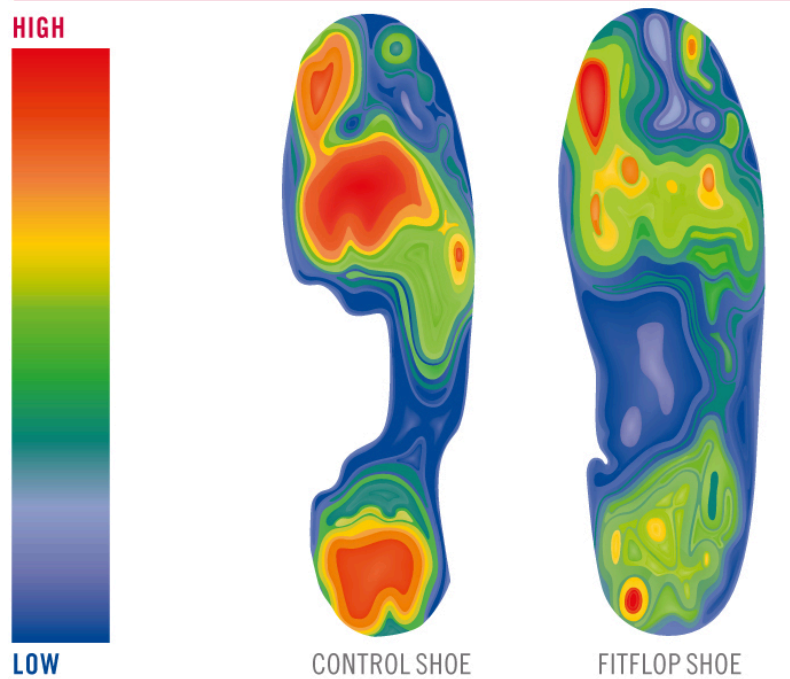
showed that wearing FitFlop footwear reduces foot pressure concentration. Research is continuing with the university's research team as part of an ongoing UK government-funded Knowledge Transfer Partnership to understand the biomechanical benefits of FitFlop footwear.

FOOT PRESSURE STUDIES

Results of a study conducted by Salford University – comparing a foot in a FitFlop sandal to a foot wearing a control shoe – showed average reductions in the overall pressure-loading rate* (-25%), pressure in the toes (-30%) and pressure in the heels (-15%). An average 8% increase in contact area between the foot and the midsole was observed in FitFlop wearers with the increase manifesting mainly under the arch area.

*The speed at which you apply forces to the body.

PRESSURE



Data was collected on 20 healthy female subjects using the Medilogic in-shoe pressure system. Each subject walked wearing pressure insoles in FitFlop sandals and a high-street flat pump.