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FOR IMMEDIATE RELEASE

Jambu™ Unveils Flex-Traction Boot

Tech Innovation + Style + Toughness = The Flex Climber

January 2014 - New York - Jambu™, the outdoor-inspired fashion lifestyle shoe brand and wholly owned subsidiary of Vida Shoes International (Vida), today unveiled an all-weather boot engineered with a retractable tungsten carbide spike system for extreme traction and protection on ice and challenging terrain.

Progressively designed for the adventurous and everyday consumer who traverses elements in a variety of climates, The Flex Climber is equipped with a manual rotation dial that ejects and retracts four tungsten carbide spikes on demand without requiring removal. In addition to superior grip, the boot is equipped with hydrophilic and antibacterial upper materials for quick-dry and odor-free comfort.

“The Flex-Traction tech design is one-of-a-kind and long awaited in the outdoor industry,” explains Yetzalee Cubero, Jambu’s Director of Marketing. “Jambu™ prides itself on offering practical lifestyle solutions for those who embrace outdoor living. We’ll continue our path of thinking beyond traditional footwear by fusing innovative technology with hip utilitarian comfort and durability.”

The Flex Climber makes its debut at FFANY, Outdoor Retailer and FN PLATFORM, and will be available at outdoor specialty stores in August 2014 at a suggested retail of \$299 - \$329 for women and men.

View the Flex Climber demo at <https://www.dropbox.com/s/rqosqb1rngjj6js/720p.mov> and other **Jambu™** styles and colors at www.jambu.com.

About Jambu™:

Jambu is outdoor inspired footwear with on-trend elements. Jambu empowers people to love their journey through life. To seize the moment. Embrace every path. Explore those inevitable twist and turns. To grab opportunities. Discover new places. Reach higher. Dig deeper.

About Vida: Since 1973, Vida Shoes International has been committed to becoming a global leader in the footwear industry. We are dedicated to designing, producing and marketing quality branded footwear using our expansive international resources. Our wealth of knowledge stems from the diversity of brands and successful products we have produced year after year.

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