



**FOR IMMEDIATE RELEASE**  
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## **LACROSSE ONCE AGAIN REVOLUTIONIZES THE HUNT FOOTWEAR MARKET**

*Comfort Redefined, Durability Reinvented with Revolutionary Technology in New AeroHead® Boot*

**PORTLAND, Ore.** – LaCrosse® today announces the AeroHead, a category-changing boot built with patent-pending AeroForm™ technology; a revolutionary new construction that offers an extremely comfortable fit, with the ultimate in flexibility and durability all in a lightweight form. The AeroHead will be available Spring 2013 with a launch to the industry at the Archery Trade Association show in January.

In 1957, LaCrosse pioneered hunting footwear with the Grange, which established rubber as the best scent free, 100% waterproof hunting boot solution. The Grange became an iconic boot with a loyal following that continues to this day. A number of years later, LaCrosse revolutionized the footwear market with Alpha Technology, advancing hunting boots with a unique hybrid construction of rubber-over-neoprene. Weight was reduced; fit and performance were improved. Today, LaCrosse presents AeroForm technology, once again setting a new standard for not one, but all critical elements of a hunting boot - comfort, fit, durability and weight.

### **Comfort Redefined, Durability Reinvented**

**AeroForm™ technology** is the revolutionary polyurethane-over-neoprene construction used to build the AeroHead. The construction starts with a flexible and insulating neoprene sock, which provides comfort around the foot. Using LaCrosse's Armor Weld process, a liquid rubber seal is applied to the seams of the sock, adding durability and ensuring waterproof protection. In the last step, a liquid polyurethane is injected into a mold around the sock, forming a highly durable, lightweight and insulating shell completely around the foot and up the shin of the boot. Inside the mold, a thick layer of polyurethane forms between the neoprene and the outsole, joining the rubber outsole to the boot and creating a supportive platform that offers superior cushion and comfort underfoot. This innovative process produces a seamless exterior, ensuring that a boot constructed with AeroForm™ technology is built to last.

In addition to AeroForm technology, the AeroHead incorporates a number of other beneficial features. LaCrosse's Ankle Fit technology ensures a secure fit on foot, the integrated shank under the arch of the foot provides lightweight support while climbing in and out of tree stands and the adjustable back gusset allows for a personalized fit. LaCrosse Brush Tuff bi-directional material on the upper provides abrasion resistance, which combined with the patented shin guard design, provides protection against brush and briars.

"AeroForm is truly a ground-breaking technology. When you step into the AeroHead, you will feel the comfort and flexibility of a running shoe, but will have durability that surpasses others in the industry"

said Ryan Cade, Sr. Hunt Product Line Manager for LaCrosse. "We've tested this boot above and beyond what is required and the results have far exceeded our expectations and the industry standards for rubber hunting product. We couldn't be more excited to bring this to market."

The AeroHead is available with 3.5mm in Mossy Oak® Break-Up Infinity or Realtree® Xtra™ Green, and with 7mm neoprene in Mossy Oak® Bottomland or Realtree® Xtra™. Whether it is for spring turkey hunting, early season bowhunting or setting out in the cold during late season, there is an AeroHead fit to perform in the field.

The AeroHead boots will be available in January 2013 with a suggested retail price ranging from \$130-\$140. Sizing include men's 5-15, whole sizes only. For more information, please contact your local sales representative or email [info@lacrossefootwear.com](mailto:info@lacrossefootwear.com).

### **About LaCrosse Footwear, Inc.**

LaCrosse Footwear, Inc. a wholly owned subsidiary of ABC-MART, is a leading developer and marketer of branded, premium and innovative footwear for expert work and outdoor users. The company's trusted Danner® and LaCrosse® brands are distributed domestically through a nationwide network of specialty retailers and distributors, and internationally through distributors and retailers in Asia, Europe and Canada. Work customers include people in law enforcement, agriculture, construction, industry, military services and other occupations that need high-performance and protective footwear as a critical tool for the job. Outdoor customers include people active in hunting, outdoor cross training, hiking and other outdoor recreational activities. For more information about LaCrosse Footwear products, please visit our Internet websites at [www.lacrossefootwear.com](http://www.lacrossefootwear.com) and [www.danner.com](http://www.danner.com).