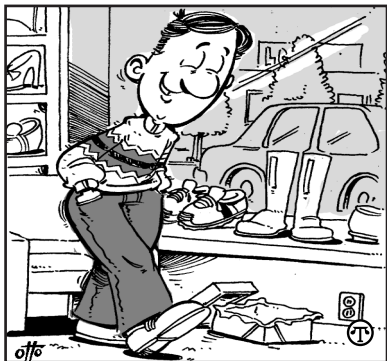


# What's Afoot In Shoes

## *The Savvy Consumer*

### Comfort Comes First

(NAPSA)—Whether you spend all day on your feet or sitting at a desk, how you dress for work should start with comfortable shoes. Fortunately, new technology lets manufacturers combine style with many comfort features designed to keep your feet happy. Here's what to look for:



- **Soft, padded collars**—The more padding in the interior and the collars that surround your foot, the better your dogs will feel at the end of the day.

- **Gel cushioned insoles**—Literally, shock absorbers for your feet. One example is the Comfort Gel System (CGS), developed by Freeman, one of the most respected names in men's shoes. A capsule of soft gel is positioned directly beneath the center of the heel and an extra layer of energy absorbing material (EV3) beneath the gel capsule provides more spring in your step when walking.

- **Heel Air Chambers**—This new technology uses air to provide even more cushioning and to soften each step.

- **Flexible soles**—New shoes with flexible soles don't need "breaking in," so how they feel when you try them on, is really how they'll feel.

Freeman shoes with CGS are available at shoe stores across the USA. To locate a store near you, call (800) 931-9399 or visit [www.freeint@fcc.net](http://www.freeint@fcc.net).