

Karen Heneks Joins GoldToeMoretz As Manager, On-Line Business

NEWTON, NC—GoldToeMoretz has announced that Karen Heneks has joined the company in the newly created position of manager, on-line business. In her new capacity, Ms. Heneks will be responsible for the company's on-line brand marketing initiatives at Goldtoe.com and PowerSox.com. She will report directly to Patricia McHale, executive vice president, marketing.

"We are so pleased to have Karen on board with us," said Ms. McHale. "Her broad on-line brand management experience, combined with sock industry expertise, positions Karen well to lead our strategic e-commerce sales growth initiatives."

Ms. Heneks comes to GoldToeMoretz with more than 10 years of experience in on-line sales initiatives. She most recently served as e-commerce merchandising manager, Lowes Companies, Inc. where she established the strategic direction for the home décor products sold at Lowes.com. Prior to that, Ms. Heneks was internet marketing and sales communication manager for Kayser-Roth Corporation's Hue legwear brand.

Headquartered in Newton, North Carolina, GoldToeMoretz, LLC's diversified portfolio of owned, licensed and private label dress, casual and athletic sock wear is targeted across the price spectrum and distributes to a broad customer base through department store, mass, sports specialty marketplaces, and at Goldtoe.com and PowerSox.com. Owned brands include Gold Toe, PowerSox, Auro, All Pro, SilverToe and GoldToeGear. Licensed brands include top athletic brands Under Armour and New Balance. Many of the nation's largest retailers, including Wal-Mart and Target, choose GoldToeMoretz for their private label programs. Additionally, GoldToeMoretz owns and operates 29 Gold Toe retail stores strategically located in outlet malls nationwide.

For further information, visit <http://www.goldtoemoretz.com/>.