

GoldToeMoretz Introduces New Collection of Premium Men's Underwear

NEWTON, NC – June 28, 2010 – GoldToeMoretz, the maker of Gold Toe socks, has announced the launch of Gold Toe underwear, a new premium collection for men. The brand extension will debut in national chain and department stores, Gold Toe Stores and at goldtoe.com for back-to-school. Steve Lineberger, chief executive officer, GoldToeMoretz, made the announcement.

“Now is the time to launch Gold Toe underwear because consumers are returning to trusted brands,” said Lineberger. “New Gold Toe underwear draws from Gold Toe’s nearly 90-year legacy of delivering lasting quality and reliable fit. We are excited to now provide consumers a great value in both socks and underwear.”

The Gold Toe underwear collection consists of six styles: three tops (crew neck, v-neck and athletic tank); and three bottoms (brief, boxer brief and woven boxer). Size options are M, L, XL and XXL.

The collection will offer white, black and grey heather color choices, with woven boxers available in assorted patterns and plaids. All styles are constructed of super-soft, 100% combed cotton fabric that is preshrunk for better fit.

Gold Toe underwear boasts the same fine quality design elements found in designer brands. Every style features special design elements for optimizing comfort, fit and durability – the most important attributes for men’s underwear. Tops are tagless with collars that don’t wrinkle. A generous length means tops stay tucked into pants and therefore fit better. High stitch counts ensure lasting durability. Similarly, bottoms are designed with plush no-roll waistbands, flies that stay closed and cotton stretch leg bindings.

Because sock and underwear categories are typically merchandised together, Gold Toe socks and underwear will also be merchandised in close proximity. Packaging graphics are designed to re-enforce Gold Toe’s image as the Standard of Quality. The packaging structures are easy to open so consumers can easily touch product and directly experience the quality first hand.

GoldToeMoretz will partner with retailers to drive Gold Toe underwear sales using in-store merchandising support, promotional sales, advertising, public relations and consumer events.

About GoldToeMoretz

GoldToeMoretz, LLC is one of the world's largest sock companies, bringing to the marketplace a leading collection of brands and private label capabilities. The company and its affiliates have a diversified portfolio of premium brands, which is targeted across the price spectrum and distributes to a broad customer base. Owned brands include Gold Toe Underwear, Gold Toe, Auro, All Pro, SilverToe, GoldToeGear and PowerSox. Licensed brands include Under Armour and New Balance. Many of the nation's largest retailers, including Wal-Mart and Target, choose GoldToeMoretz for their private label programs. In addition, Gold Toe Stores Inc. operates 29 Gold Toe retail stores strategically located in outlet malls nationwide.

EDITOR'S NOTE: Lo and Hi res 300dpi photography of styles available. Trade coverage here: <http://www.wwd.com/menswear-news/?module=tn#/article/markets-news/gold-toe-to-branch-out-into-men-s-underwear-3156121>

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