



fit | brands

balega[®]
TO MOVE WITH SPEED

UK LAUNCH FOR SPECIALTY SOCK BRAND BALEGA SPORTS

American/South African initiative introduces successful US collection to UK market

London, England: **BALEGA SPORTS** has announced a new partnership with UK based Fit Brands Ltd to distribute their sock line to the UK market.

BALEGA, a Zulu word meaning “to move with speed”, is a proud American/South African initiative with a focus on the running specialty market. They pride themselves on the fact that all of their products are developed and tested at their South African production facility. Their product development team is made up of all types of athletes who regularly compete in events ranging from Comrades and Two Ocean’s ultra marathons to many shorter distance events both on and off road in South Africa and abroad.

BALEGA are passionate about their products and believe that their performance and fit characteristics make them unique to the UK market. They offer real benefits to athletes of all ages and abilities. All of their socks incorporate a handlinked seamless toe which eliminates abrasion across the top of the foot. They also knit an extra deep heel pocket, or “Fit Well”, ensuring that their socks fit the foot perfectly and don’t slide during activity.

As a company, Balega are absolutely passionate about technical excellence, quality and the performance of their products. They are committed to complete customer satisfaction.

BALEGA will be available in the UK from spring 2010.

For more information about Balega, to view their complete line of products and to find UK stockists please visit www.fitbrands.co.uk

FIT BRANDS are a new sales, marketing and distribution company established by former UK athletics Champion, Jon Dennis. With strong emphasis on the running sector, Fit Brands has been created to introduce leading and emerging trendsetting brands from the US and Europe to the UK retail market.

For further information please contact Alex Solan at (44) 020 3239 4240 or via email alex@fitbrands.co.uk