



Ahnu Footwear links outdoor health to outdoor giving with charter sponsorship of Plus 3 Network

*Footwear innovators partner with web community to turn time on the trail
into \$10,000 for the Conservation Alliance*

ALAMEDA, CALIFORNIA (September 30, 2008) – Ahnu Footwear will donate up to \$10,000 to The Conservation Alliance as the charter outdoor industry sponsor of the Plus 3 Network (www.plus3network.com), a free web-based community that challenges Americans to record and earn rewards for their exercise miles.

Launched this fall, Plus 3 Network enables “members” to log their daily miles and routes, build training calendars, set personal goals, share training routes, and partner with friends across the country. All members choose from a list of sponsors and causes, earning a donation for every mile completed.

Plus 3 Network members who select Ahnu Footwear as their “sponsor” will help support the Conservation Alliance (www.conservationalliance.com), an outdoor industry coalition devoted to protecting and conserving threatened wild places for their habitat and recreation values.

“The beauty of Plus 3 Network is that it directly links personal health to the broader community of outdoor giving,” said Jim Van Dine, president of Ahnu Footwear. “It’s effective not just as a fundraising and training tool, but also as a way to reinforce the reality that we’re all connected.”

Plus 3 Network allows members to manually enter running, walking, road biking, mountain biking, and swimming routes, providing different reward values for different activities. By uploading activities straight from a GPS device, members can not only record their course and pace – they can also yield ten times the reward value of a manually entered activity.

“We are proud to have Ahnu Footwear and The Conservation Alliance as part of our charter Sponsors and Causes,” said Rick Sutton, co-founder and CEO for Plus 3 Network. “Ahnu is a company that cares about the customer, the product, and the impact we all have on the planet. Together we can motivate people to get active and healthy and use that exercise to raise funds and awareness for The Conservation Alliance.”

As a Plus 3 Network sponsor, Ahnu will be able to issue training “challenges” to members, such as logging a specific number of trail miles in a certain month. Each challenge will be rewarded with an incentive of some kind, such as free merchandise or discounted purchases at select retailers.

“The Conservation Alliance is pleased to partner with Ahnu Footwear and Plus 3 Network to encourage people to get outside, stay fit, and help protect our wild places in the process,” said John Sterling, Executive Director of The Conservation Alliance. “Healthy people need a healthy environment.”

Founded with broad goals of environmental and social responsibility, Ahnu has been a member of the Conservation Alliance since the company’s creation in 2007. A dedicated portion of Ahnu Footwear ownership is held in an outdoor trust, directly pairing the success of the company with future support of outdoor and environmental causework.



ABOUT AHNU FOOTWEAR

Ahnu is an outdoor lifestyle footwear brand built for uncompromising performance in all environments, including trail running, outdoor cross-performance, and travel. Ahnu utilizes a unique design approach centered around balance, easy on/off adjustability, QuiteLight® construction, and a commitment to the highest possible environmental and social standards. For more information regarding Ahnu Footwear, please visit our website at www.ahnufootwear.com, or contact Drew Simmons at Pale Morning Media, drew@madriver.com, 802.583.6069.

ABOUT PLUS 3 NETWORK

Plus 3 Network is a social network that connects people with charitable causes and corporate sponsors on a lasting journey of personal fitness and charitable giving. Using tools, contests, and the power of group activity, Plus 3 motivates its members to walk, run, ride, swim – whatever – and turns every day into a fundraiser. Plus 3 is free to its members and dramatically increases visibility and awareness to the causes through the underwriting of corporate sponsors. The mantra of Plus 3 is “Making It Count.” For more information regarding Plus 3 Network, please contact Joe Fabris, Plus 3 Chief Product Officer at joe@plus3network.com 408-348-6891.

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