



News Release

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New Product Release, Rockford's Own sockTABS Award-winning Entrepreneur Unveils Simple Solution to Everyday Household Problem

Rockford, IL (October 24, 2014) – The Burress family, creator of the original **sockTABS™**, will announce the formal release of their ingenious pairing device at a press conference to be held at **EIGERlab** on **Wednesday, October 29, at 10 a.m.**

American-made **sockTABS** provide a simple solution to an everyday household problem: the infamous “sock monster!”

Tracie is proud to share that she's completed the second round of ABC's *Shark Tank*. To impress the Shark Tank judges—knock their socks off, so to speak—she is now counting on buyers in the Rockford Region to support this product with great sales volume. She'd love to bring positive, national exposure to Rockford while obtaining capital to grow.

sockTABS are currently available for purchase at b jones Boutique, Crimson Ridge, Porch, Tom Harmer and www.sockTABS.com; retail price, just \$9.99 for 24 tabs. Currently, negotiations are underway with major retailers in the region—expect to announce partnership in the near future. The tabs not only pair socks but also serve as a stylish fashion accessory, like cufflinks for socks.

How do they work? One tab is placed on one sock and stays on at all times. When the socks are ready for the laundry, they are easily tabbed together and thrown into the laundry, so they come out together as a pair.

Available in a variety of colors and styles, **sockTABS** were developed to help alleviate the most frustrating part about doing laundry: the sorting, matching or searching for mateless or lost socks. The Burress' goal is to revolutionize the way we do laundry and help households save money and time in the process.

The family is fresh off of their first place victory in the EIGERlab's **2014 Fast Pitch Competition**, an annual event that provides entrepreneurs the opportunity to present their business ideas, network, connect with potential investors and win cash prizes. "We're so impressed with what Tracie has accomplished in four, short months since the **FastPitch Competition**," said Sherry Pritz, the event organizer. "In June, she competed with only her product prototype to share with the judges; no sales, no contracts."

The launch is on the heels of the 2011 near-death experience of **sockTABS** CEO, Tracie Burress. Since then, she attributes her entrepreneurial spirit to her renewed desire to realize her goals and dreams. "I had this idea about a year before my brain aneurysm and never took the time to pursue it. After my health scare, the idea remained fresh in my mind, so my husband and I decided to go for it," she said. "The idea came after visiting several friends and family and noticing that they all had similar issues of drawers or laundry baskets full of estranged socks waiting to be reunited with their mates. I knew that there had to be a better way."

"We, as a society, seem to be looking for huge, complicated discoveries while ignoring small solutions to everyday problems," said co-creator Glen Burress. "We wanted to tackle the sock issue and find something simple and effective. Our product was engineered with the features and benefits of being practical, cost effective, non-damaging, washer and dryer safe and with the ability to work on any type of sock."

The Burress family would like to sincerely thank the awesome teams at: EIGERlab, Small Business Development Center, Procurement Technical Assistance Center, Rockford Bank & Trust, Sax Productions for their marketing and branding talents and West Middle School for selecting **sockTABS** as their sole fundraiser product for this year. A special thanks to the Manley family for participating in the marketing of **sockTABS**.

About sockTABS

sockTABS is a family owned business headquartered in Rockford, Ill. **sockTABS** are American-made consumer product consisting of a paring device system for socks.

For more information, visit www.socktabs.com/.

