



Award-winning Entrepreneur Unveils Simple Solution to Everyday Household Problem

Tracie Burress, first place winner of EIGERlab's **2014 FastPitch Competition**, has quickly moved her invention forward since her win mid-June. **sockTABS**, her American-made product, is an ingenious pairing device for socks, which provides a simple solution to an everyday household problem: the infamous "sock monster!" Tracie's goal is to revolutionize the way we do laundry and help households save money and time in the process.

"We're so impressed with what Tracie has accomplished in five, short months since **FastPitch**," said Sherry Pritz, the event organizer. "In June, she competed with only her product prototype to share with the judges; no sales, no contracts."

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 A1 Dry Cleaners, Ackerman Shoes, b jones Boutique, Crimson Ridge, Porch, The Foot Lodge, Tom Harmer and www.sockTABS.com. Currently, negotiations are underway with major retailers in the region—expect to announce partnerships 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.

The invention came 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."