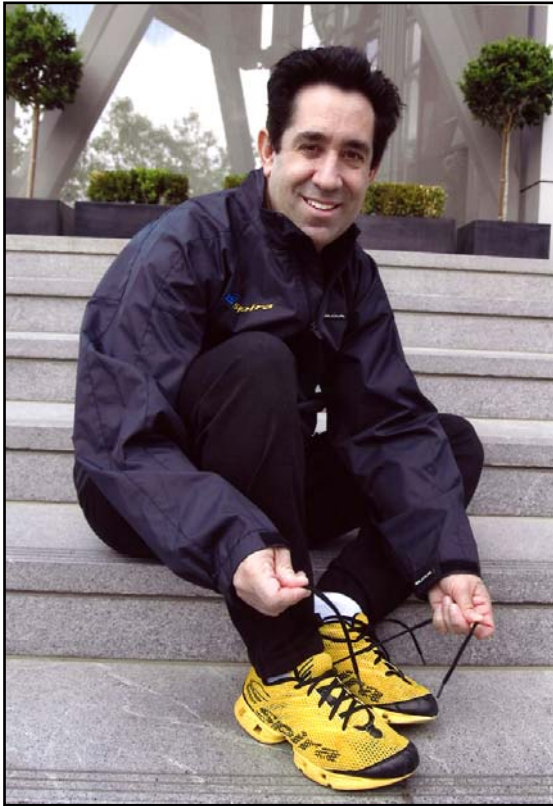
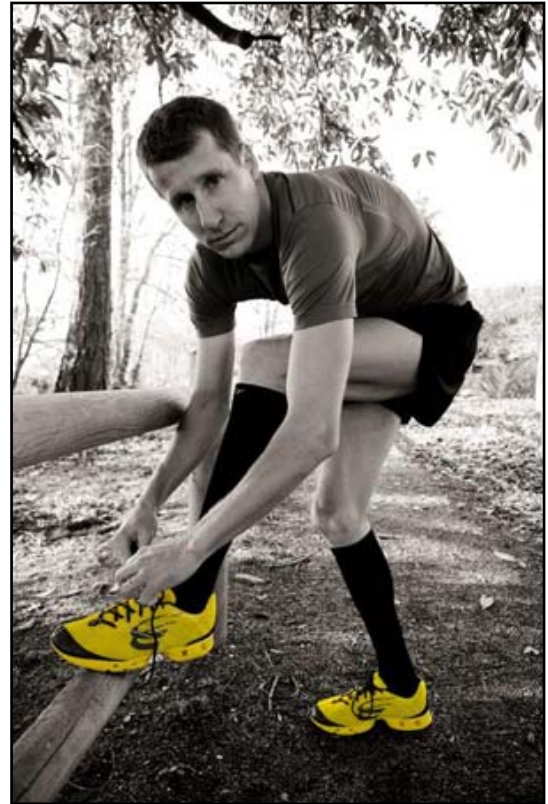


■ Seven Questions with Spira Footwear, Inc.



Andy Krafsur, CEO and Cofounder of Spira Footwear, Inc., lacing up a pair of Spira Stingers.



Hunter Kemper, 3-time Olympian, Team Spira.

1. What strategically separates Spira from the other "me too" footwear brands?

Our patented WaveSpring technology (*pictured below*) is what separates us from all other brands.



2. In today's market, motivating the consumer to purchase is even more important than securing the repeat customer. How does Spira motivate the consumer?

We're still in the early growth phase of our business, so our new customers are having that sense of discovery that is impossible to replicate at any other time in the business cycle. That in turn spawns the word of mouth that is so critical to a grass roots marketing campaign.

3. Spira has achieved growth in volume and dollar terms in the worst environment since the Great Depression. What are the 3 factors that have helped create the Spira success story?

First, is our technology. We have truly differentiated product. Second, we're still underdistributed. Third, we try to be customer friendly and carry plenty of inventory to allow for at once purchasing. Our biggest department is customer service, though in a real sense we're all in customer service!

4. Every small company finds unique ways to market their brand and product. How does Spira project the billion dollar image with a million dollar budget?

We rely almost exclusively on public relations and the press to tell our story. The "banned" shoe story is an example. We also use our limited resources wisely, and try to get maximum bang for the dollar. We also look for strategic partners where there is mutual benefit. As an example, our partnership with Disney gives us a level of credibility that we could never achieve on our own, and I believe we do what we can do to enhance the Disney customer experience.

5. Your shoes are technologically proven to be superior to any current competitor. How do you use that fact to Spira's advantage in marketing and other corporate tactics?

We try to deliver that message through the press. Once again, the banned shoe story has provided an amazing platform to tell our technology story. We compare ourselves to the oversized tennis racquet and the metal driver which were also banned upon introduction, because the rules of the day did not keep pace with technological change. We try to translate the same story to footwear.

6. What are your two most important business lessons you would pass on to entrepreneurs?

Perseverance is the most important trait. Never give up! Look at obstacles as opportunity. Second, surround yourself with people who have skills that you don't have. You need to be able to parse what you are good at, and what you are not good at, and allow others to handle those tasks that you are incapable of. Finally, exercise good judgment. Take at least 24 hours before responding to a difficult situation or a big decision, and seek input from others.

7. What's on your mind for the future of Spira?

We're looking forward to fundamentally changing footwear from foot covering to a piece of equipment that will enhance the quality of activity for every person on the planet. Right now, we're looking for the strategic partnerships that will enable us to achieve this audacious goal.

Thanks Andy!