



**Irish Setter
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Irish Setter Designs Uniquely Comfortable Snake Boot For Upland Hunters

RED WING, MN (June 2008) — Upland hunters will appreciate the comfort of Irish Setter's new Wingshooter DSS Viper 17" snake boot. The innovative design features an integrated gaiter which rises from the boot base with waterproof and snakeguard membranes extending from the foot to the top of shaft. The integrated gaiter is more flexible and accommodating than a standard boot shaft making it significantly more comfortable while hunting. A drawcord closure at the top allows hunters to cinch the boots securely over pants or gather the fabric neatly when tucking pant legs into the boots. The innovative design also includes a conventional lace system to customize fit in key performance areas.

The Irish Setter Wingshooter DSS Viper also features a unique new sole platform to increase flexibility and reduce muscle and bone fatigue. The Dynamic Suspension System is a proprietary mechanism that reduces fatigue caused by underfoot pressure through a shock attenuating mechanism. The system works by redistributing the downward force produced under the heel during each stride. The end result is a more enjoyable experience in the field, with fresher legs over the course of multi-day hunting trips.

This non-insulated snake boot with upland styling combines high quality distressed-look leather and classic waxed oil cloth. Rugged TecTuff material protects wear areas of the boot to extend boot life.

"We designed our new Viper series after receiving overwhelming input from hunters operating in snake country who are looking for improved comfort and performance without sacrificing protection. Our field trials have confirmed that it will set a new standard for performance in this category of hunting boots," said Kyle Rackiewicz, Irish Setter product manager.

The suggested retail price is \$189 for this 17" snake boot. The new Wingshooter DSS Viper hunting boots will be available in January 2009 at leading outdoor retailers. Visit www.irishsetterboots.com for the retailer nearest you.

Based in Red Wing, MN, Irish Setter is a division of the Red Wing Shoe Company, Inc. that includes a full line of performance hunting boots, fishing shoes and outdoor casuals. Irish Setter continues to use leading technologies and the finest materials to provide customers the best quality outdoor footwear. For more information about Irish Setter's heritage, products and retailers, visit www.irishsetterboots.com.

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