



**Irish Setter
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Comfort Comes Standard In Irish Setter Soft Paws Rugged Shoes

RED WING, MN (July 2008) — The new Irish Setter Soft Paw rugged casual shoes are a stylish and functional addition to any sportsman's closet. These waterproof casual oxfords and chukkas are built with the same quality found in Irish Setter's extensive line of hunting boots.

Irish Setter selected a familiar pattern and refined it with updated stitch details. Comfortable full grain, tumbled aniline leather uppers were chosen. And a leather detail was added to the soles for a truly distinguished look.

Comfort is a key component of every Irish Setter shoe or boot. Under the foot, Irish Setter has paired an EVA dual density, self-cleaning sole with light cushioning along with a leather-covered Memory Foam footbed with ScentBan Odor Inhibitor. And to keep feet comfortably dry, both the oxford and chukka include the UltraDry membrane waterproofing system. Styles 3874 (oxford) and 3875 (chukka) retail at \$119 and \$129 respectively.

"The Irish Setter Soft Paw has been a longstanding favorite among Irish Setter consumers. The rich character of the leather combined with a plush footbed create a great looking shoe with exceptional cushion and comfort," said Irish Setter Product Manager, Kyle Rackiewicz.

Don't leave the comfort of Irish Setter in the woods but experience the quality all day, every day. These Soft Paw styles 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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Editor's Note: Visit www.irishsetterboots.com/press for media information and images. Please use the login and password provided to access images in a variety of formats. The recommended images for this product are: 3874, 3875.