



FOR IMMEDIATE RELEASE

A HEALTHY LINE OF LEGWEAR

GOGO by THERAFIRM, a healthy line of Legwear

Kansas City, KS/ August 12, 2009, GOGO by Therafirm™, a brand of Knit-Rite, Inc., is introducing a new line of light gradient compression legwear for women. The GOGO product line consists of trouser socks, tights, footless tights, sheer knee high stockings, thigh highs, panty hose and footless panty hose. Also offered are maternity panty hose.

This line of legwear, developed by a team of women, deliver all the health benefits of gradient compression hosiery and the beautiful feel and slimming effects of shape wear. True gradient compression stockings help improve blood flow. GOGO by Therafirm is designed to deliver a controlled amount of pressure which is greatest at the ankle of the garment and gradually decreases towards the top of the stocking. This gradient pressure helps promotes better circulation, prevent swelling and energize tired legs and feet.

"We spoke with women across the country to gain a better understanding of their thoughts about a line of hosiery that delivered health benefits," stated Jenni Grisso, director, product development. "The women embraced the idea of *healthy* energy and were animated when discussing leg issues, lack of energy, and were delighted with a product line that would actually benefit their bodies inside and out."

The GOGO brand is focused on healthy apparel alternatives that make women look and feel beautiful. Colors offered in the GOGO line of stockings range from nude sheers to cocoa, coal, and black. Products are offered in sizes small to x-large and prices range from \$20 to \$38. GOGO will continue to develop, evolve, and strive to educate women about the importance of taking care of their health while providing products that align with the founding philosophy of "Healthy-Beautiful".

For more information or to purchase GOGO products, go to www.gogohealthy.com.

GOGO by Therafirm is a brand of Knit-Rite, Inc, a leading designer, marketer, and manufacturer of innovative textiles for medical and consumer markets. Founded in 1923, Knit-Rite remains committed to manufacturing and distributing products that deliver healthy benefits for a better quality of life.

###

CONTACT: Jenni Grisso
PH: 800.821.3094 ext. 6339
CL: 913.424.4091
WEB: gogohealthy.com
EM: jennig@gogohealthy.com