

STUFFITTS[®] IN THE MEDIA



Date: August 24, 2009
Viewers: 4,900,000

Stuffitts featured in the "Today's Talk" segment of the Today Show with Hoda and Tamron Hall.

"If your shoes really reek and don't smell good...you stuff 'em in your shoes...they smell like cedar, I like it!"



Date: September 2009
Viewers: 1,482,664

Featured in a piece highlighting the "best shoes for your foot type". See what this top women's publication has to say...

"Sloshed in so many puddles, your shoes are sopping? Don't risk warping them in the dryer; slide cedar-filled Stuffitts Shoe Savers into sneaks..."



Date: Sept/Oct 2010
Viewers: 604,530

Stuffitts featured in The Fundamentals.

"Say goodbye to smelly wet sneakers with Stuffitts Shoe Savers. Padded with cedar, these comfy inserts remove odors and absorb moisture."



Date: 2010 Editors' Choice/Gear Guide
Circulation: 348,517

Stuffitts featured in 2010 Editors' Choice/Gear Guide! Here's what they had to say:

"Do your feet reline the funkometer? Shove Stuffitts Shoe Savers into your kicks. These cedar-filled inserts, covered with a wicking fabric that dries sweaty shoes, kept our boots and trail runners from growing offensive odors."



Date: October 2009
Circulation: 10,000

Features Stuffitts in the Product Review guide with information on pricing, where to buy and the benefits!

"Stuffitts Shoe Savers are made from 100% cedar...dry out shoes 8 times faster than air drying!"



Date: July 2009
Circulation: 2,560,023

As seen in the "Sweat Smart" section!

"Sweaty shoes smell worse than sweaty clothes because trapped bacteria on your skin causes substances on your skin to decompose...these cedar-filled Stuffitts remove moisture and eliminate odor 25 times faster than air drying..."



Date: January 2010
Circulation: 1,976,820

Problem Savers of the Month features Stuffitts

"Stinky, wet sneakers are about as enjoyable, as, oh, the boot-camp class that helped them get that way. Slip in these cedar-stuffed pads and they'll suck up moisture eight times faster than if you left the sneakers out to air-dry."



Date: November 2011
Circulation: 1,320,314

As seen in the "What's New...The Goods" section!

"Stuffitt's new gym bag can wipe out funk in seconds. The shell is treated with chemicals that prevent stink-making bacteria from multiplying, while a pouch of woods and oils, including cedar, works to neutralize existing odors."