

**Press Release
For immediate release**

Finally – boots designed for OUR winters!



Montreal, January 2007 – Black ice, snow and rain are harsh realities of a Québec winter. Thinking of escaping winter by flying south to the Caribbean? The TF FIRMA and TF FIRMA CONCEPT boutiques in Montréal can offer you a simpler solution for dealing with unfavourable conditions – boots with cleats!

Wearing these boots with retractable cleats, you can step out confidently on icy, snowy or wet pavements or on a polished floor without scratching it. The patented non-slip OC SYSTEM[®] is anchored in the sole, offering two positions: ‘cleats open’ or ‘cleats closed’ making this the most practical – and safest – boot on the

market today.

In winter, Quebecers make a hazardous trip just to buy a carton of milk. Snow, puddles, ice patches, muddy pavements, salt, and other surprises await them en route. “This boot is ideal,” says Greg Nicoghosian, president of TF FIRMA and a master shoemaker since 1982.

“You no longer need to buy several pairs of winter boots, along with rubbers, heel grips and other accessories that clutter closets. This boot offers the simplest and, most of all, the safest solution.” In fact, too many visits to Emergency in winter are due to slips and falls. Fractures and other serious injuries often happen during the most mundane daily activities. “People equip their car with the best tires on the market – but they forget that their feet have to contend with black ice as well,” adds Greg.

We all know that Québec winters can surprise pedestrians. The shifts in temperature are amazing –the temperature can often drop by several degrees in a few hours and the climatic conditions change without warning. You can leave the house in the morning when it’s snowing lightly and in the evening find yourself sliding on icy sidewalks and streets suddenly turned into skating rinks, impassable and dangerous.



The perfect non-slip solution: Boots with cleats!

- Made in Italy by Christian Marchi
- Light (nubuck or suede) material lined with WINDTEX for a waterproof boot that breathes
- Constant warmth inside
- Perfect thermal exchange
- Waterproof
- Wind-resistant
- Inside: wool blend lining
- Outside: natural nubuck
- Rubber sole
- Patented OC SYSTEM[®] cleats
- Two cleat positions: closed flat in the sole; open to grip
- Safe, comfortable, aesthetically pleasing
- Five different models for men and women
- Three different colours: black, brown, rose
- Sizes for men: 40 - 47
- Sizes for women: 36 - 42
- Retail price: \$165 - \$250

In stores right now, exclusively in TF FIRMA and TF FIRMA CONCEPT boutiques in the Montréal Eaton Centre and in Cours Mont-Royal.

Don your cleats ... Get set ... Walk!

About TF Firma

With more than 100 years of experience and three generations of master shoemakers, the Nicoghosian brothers are owners of the TF FIRMA and TF FIRMA CONCEPT boutiques in downtown Montréal.

The TF FIRMA boutiques feature the best selection of the latest trends in fashionable and luxurious footwear from all over the world. All the major brands are stocked, including: Allen Edmonds, Allrounder, Aquatalia, Ara, Beautifeel, Blundstone, Calvin Klein, Camper, Clarks, Cole Haan, Donald Pliner, Ecco, Frye, Hush Puppies, Indigo, Joseph Seibel, Kenzie, La Canadienne, Mephisto, Michael Kors, Pikolinos, Privo, Puma, Replay, Stonefly, Stuart Weitzman, Thierry Rabotin, and Tsubo.

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