



The Athlete's Foot-Cameron Village Honored As One Of 50 Best Running Stores In America

Local specialty retailer recognized as one of country's best specialty retailers at gala ceremony this month at The Running Event in Austin, Texas

AUSTIN, TEX. – November 26, 2007 — The Athlete's Foot-Cameron Village, in Raleigh, a local specialty running retailer, was recently recognized as one of The 50 Best Running Stores in America by two leading trade and consumer publications.

The Athlete's Foot-Cameron Village took its place among the country's elite retailers following an extensive nomination and review process throughout 2007, culminating in its recognition at a gala awards ceremony November 12 in Austin as part of The Running Event, an annual business seminar and trade expo for specialty running retailers. The Running Event is organized by Formula4 Media, LLC and the awards program is presented by The Running Network.

The local retailer was recognized by a panel of industry experts for its outstanding service, product knowledge and merchandising.

"Specialty retailers are the heart and soul of the running business and it was a pleasure and privilege to recognize the best of the best during The Running Event," said Mark Sullivan, editor of *Footwear Intelligence*, a Formula4 Media publication. "The 50 Best Running Stores in America represent the best that our industry has to offer in terms of customer satisfaction and superior retailing,"

"These 50 Best Running Stores in America are vital members of their communities and they richly deserve this recognition from their peers," added Larry Eder, president of The Running Network. "The goal of the program is to communicate the value that running specialty stores bring to their markets."

The awards process started early in 2007 when The Running Network ran a full-page ballot in its spring Shoe Review, soliciting feedback from consumers on their favorite running stores. More than 200 stores received nominations and a panel of industry experts from Franklin Resource Group visited each nominated store to evaluate it on 20 different aspects of retailing, including product knowledge, environment and community involvement.

A special report on The 50 Best Running Stores in America will appear in The Running Network publications in January.

For more information on The Running Event or The 50 Best Running Stores in America awards, contact Michael Jacobsen, Formula4 Media, at [mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com) or call 201-612-6601.

Formula4 Media, LLC • P.O. Box 23-1318 • Great Neck, NY 11023