



August 2, 2022

Dear SureWerx and FSI Valued Customer

**We are excited to announce** that SureWerx has acquired MEGACOMFORT International based in Concord, Ontario.

Over the last 20 years, MEGACOMFORT has established itself as an international leader in providing ergonomic anti-fatigue insoles in the Occupational Health and Safety Market. Their patented dual layer 100% memory foam insoles were designed by Doctor of Podiatric Medicine, Kevan Orvitz. MEGACOMFORT was founded with one single mission; to provide employees in the workplace with clinically proven, field-tested insoles that increase comfort alongside employee engagement, health, wellness and safety. Throughout the last two decades, MEGACOMFORT has become the go-to ergonomic solution across multiple industries including warehouse/logistics, automotive manufacturing, food processing, and construction, to name a few.

SureWerx shares a similar vision to MEGACOMFORT and has established themselves as a leader in providing multiple innovative health and safety products that increase productivity and engagement. Offering MEGACOMFORT insoles will allow SureWerx to protect professionals from the ground up. SureWerx CEO, Chris Baby, shared that "adding MEGACOMFORT to our ever growing, world-class portfolio of SureWerx brands, moves us another step toward our goal of becoming the global leader in Safety and Productivity".

The recent acquisition of Footwear Specialty International (FSI), will now be complimented by another power brand helping to build out a complete safety footwear offering. "MEGACOMFORT offers an unparalleled range of superior, innovative insoles for employees, and further strengthens our fast-growing safety footwear platform which includes these premium brands: Pioneer/Ranpro, Avenger Work Boots, Nautilus Safety Footwear, Due North & K1 traction aids. We see tremendous opportunities to leverage MEGACOMFORT across our broad spectrum of distributors and end users alike. Intelligently designed, super comfortable safety footwear products not only protect you from injury, but also drastically improve your quality of life" stated FSI President, Aaron Atkinson.

In the short term, nothing changes for MEGACOMFORT, FSI and SureWerx customers. If you are a current MEGACOMFORT customer, you will continue to access and place orders with the U.S. MEGACOMFORT office, just as you do today. If you are a SureWerx and/or FSI distributor, and are not a current MEGACOMFORT customer, you can visit their website at [www.megacomfort.com](http://www.megacomfort.com) for further information. If you are interested in any of these great products, they will be happy to assist you in opening an account and can do so by directing your enquiry to [megacomfort.com/contact-us](http://megacomfort.com/contact-us) or toll free at 1.877.634.2266.

In the longer term, we anticipate adding and integrating the MEGACOMFORT insole program into our Portland based FSI safety footwear operations, allowing U.S. distributors access to our complete safety footwear portfolio from one location, on one order and shipment. We will keep you informed of our progress and availability.



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If you have any immediate questions, please contact your account manager or your local customer service representative.

Sincerely,

A handwritten signature in black ink, appearing to read 'CB'.

Chris Baby,  
CEO, SureWerx