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PRESS RELEASE

Introducing SKÖNI: Golf Shoes for Every Destination

Charleston, SC, October 26, 2022:

Why bring two pairs of shoes to the golf course when you can wear one? SKÖNI changes the golf shoe game with the launch of their affordable line of golf shoes that can be worn on and off the course.

Spend less time changing shoes, and more time living in them. Slide into SKÖNI's and get into the swing of all-day comfort, grip, cushion, and breath-ability. You'll enjoy walking long after the last hole. SKÖNI golf shoes feature a breathable microfiber fabric, spike-less treads with a gum rubber sole, and an adjustable lace lock — making it easy to slip on and tee off without lacing up.

To kick off the launch, SKÖNI will begin with Men's Golf Shoes, and will be available in 7 colors. A soft launch is slated for Holiday 2022. The shoes will be available in pro shops, select golf retailers, and at www.skoni.com. The brand's official industry launch will be at the PGA Show in January in Orlando, FL. Women's styles are set to launch Spring 2023.

Director of Sales, Jack Curry says, "We're thrilled to be launching the most comfortable, versatile, slip-on golf shoe that can be worn anywhere. We've tested our shoes with everyone from pro golfers, to amateurs, and the response has been phenomenal!"

SKÖNI is now accepting pre-orders with Pro Shops, Golf Specialty, and Sporting Goods retailers. For more details, please visit skoni.com, or contact, support@skoni.com.

ABOUT SKÖNI:

The story of SKÖNI (Danish for "beautiful") takes you well beyond the golf course. With southern roots firmly planted in the Charleston lifestyle, we took innovative steps to create the most comfortable, versatile, slip-on golf shoe that can be worn on and off the course. Rarely comes a golf shoe that changes the way you live life and play golf. On the links or out for drinks, SKÖNIs are ready to play. skoni.com

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