



Oberon

DRESS SOCKS WITH A KICK

FOR IMMEDIATE RELEASE

NEW STYLE DEBUTS WITH EXCLUSIVE 200 PAIR ONLINE SNEAK PREVIEW!

Elephants Come Center Ring and Perform Balancing Act of Comfort, Style . . . and Umbrellas

August 10, 2009 (Charleston, South Carolina)—Oberon Socks, a designer and manufacturer of upscale men's dress socks known for superior quality and unique designs, will pre-release a 200 pair sampling of its second collection exclusively online at www.OberonSocks.com Monday, August 10, 2009 for \$14.99 a pair.

Oberon Socks' eagerly awaited second effort is anything but sophomore. The latest release, referred to as The Obie, features a column of embroidered elephants balancing on their hind legs and holding up an umbrella with their trunks, and are offered in a choice of blue and brown or black and gray argyle. Oberon Socks' president and founder Christopher Clark boasts, "I am extremely proud of the new collection. It shows that Oberon has matured—everything from the material to the embroidery has been polished and refined. I am confident that this sock will exceed the expectations of loyal customers and first-time shoppers alike."

Unable to wait the full month it takes for a regular shipment to arrive, Clark air freighted 200 pairs to the company's Charleston, South Carolina headquarters explaining, "Our customers have waited long enough—I want them to experience The Obie sock as soon as possible. Ecommerce is our bread and butter and it seems fitting that we thank our online customers by giving them the first opportunity to purchase The Obie sock online."

Known for reinventing "work appropriate" attire with edgy combinations of modern embroidery and traditional argyle, Oberon Socks has been steadily building a following around the country since it released the skull and crossbones embroidered Buccaneer sock just under a year ago. Oberon Socks has celebrity fans including internet entrepreneur and the founder of Digg.com Kevin Rose who wore the Buccaneer sock on Late Night with Jimmy Fallon, and has been commended for quality, style, and customer service in numerous magazines, blogs and trade publications.

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