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## FuelBelt Ranked Top Seller at Specialty Retail

An independent survey of specialty running stores ranked the top 20 accessory items sold in 2008, which are on track to be top sellers this holiday season.

Excerpt from *Running Intelligence*, Volume 3, Number 22:  
Heading into the holiday season, many retailers are focused on top selling footwear and apparel items, but the old axiom “good things come in small packages” can provide some insight for retailers, too. The Leisure Trends Group of Boulder has pulled the following charts from its Running RETAILTrak reports showing the top selling non footwear, apparel and hosiery items for year-to-date 2008. Since April 2007, the Leisure Trends Group has been gathering point-of-sale data from more than 100 running specialty stores around the country.

### TOP 20 ACCESSORIES RANKED BY DOLLARS SOLD

1	Superfeet — Green, 1400
2	Gu — Gu Gel Single Packets
3	Garmin — Forerunner 405, 010-00658-10
4	Powerstep — Pinnacle
5	Bodyglide — Anti-Chafing
6	Superfeet — Blue, 2400
7	Garmin — Forerunner 205, 010-00466-00
8	Garmin — Forerunner 305, 010-00467-00
9	Timex — 50 Lap Ironman Sleek Mid Watch
10	Nike — Nike + Ipod Sport Kit, Na0001
11	Superfeet — Berry, Wms
12	Clif Bars — Clif Shot Bloks
13	Powerstep — Original Full Length
14	Polar — Rs200sd Hrm
→ 15	<b>FuelBelt — Helium 4-Bottle Belt</b> (pictured)
16	Powerbar — Powergel
17	Polar — Rs100 Hrm
18	Superfeet — Active Blue
19	Jelly Belly — Sport Beans
20	Bob Trailers — Revolution Single Stroller

### About FuelBelt, Inc.

FuelBelt, Inc. is the world leader in hydration belts and accessories. Founded in 1998 by 6-time Ironman World Championship participant, Vinu Malik, FuelBelt continues to evolve to serve the needs of athletes, from casual walkers to cyclists, to competitive triathletes. FuelBelts have been used to break world records, personal bests, and have even been used at the Olympic world stage, where every effort and every second counts. For more information, please visit [www.fuelbelt.com](http://www.fuelbelt.com).

