



## **Second Sole of Pittsburgh Honored as One of America's 50 Best Running Stores**

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

AUSTIN, TX – December 4, 2010 – Second Sole of Pittsburgh, a local area specialty retailer, was recently recognized as one of The 50 Best Running Stores in America® by two leading trade and consumer publications.

Second Sole of Pittsburgh took its place among the country's elite retailers following an extensive nomination and review process throughout 2010. The process culminated in the store's recognition at a gala awards ceremony in Austin on November 17 as part of The Running Event®, an annual business seminar and trade expo for specialty running retailers. The 50 Best Running Stores in America awards program and The Running Event are owned by Formula4Media, LLC. The awards program is co-sponsored by *Competitor Magazine*, a publication of Competitor Group, Inc.

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 *Running Insight*®, a Formula4Media, LLC 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.”

“We're proud to recognize and honor the 50 Best Running Stores who play such an essential role to enable a healthy and active lifestyle,” said Andrew R. Hersam, Executive VP of Media for the Competitor Group, publishers of *Competitor Magazine*. “The best running specialty stores are those who are dedicated to their customer far beyond placing them in the right shoe. They provide advice, encouragement, training runs, give back to the community through organizing races, and charity runs/walks. In helping people to lead healthier, more fulfilling lives, these stores are helping the greater community at large.”

The process of compiling a list of the top 50 running shops in the country began early in 2009 when Formula4Media, LLC with the help of *Competitor Magazine*, began to collect and evaluate nominations from runners, 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 appears in the current November/December issue of *Competitor Magazine*.

Second Sole of Pittsburgh is located at: 667 Castle Creek Drive, Seven Fields, PA  
Phone: 724.772.2808