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Broomfield's Xero Shoes Makes Third Appearance in *Inc.* Magazine's Annual List of America's Fastest-Growing Private Companies

Ranking No. 828 With Three-Year Revenue Growth of 515+ Percent

(NEW YORK, NY) August 14, 2019 – Inc. magazine today revealed that Xero Shoes is No. 828 on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. Microsoft, Dell, Domino's Pizza, Pandora, Timberland, LinkedIn, Yelp, Zillow, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

"We're thrilled to be in the Inc. 5000 for the 3rd consecutive time," says CEO Steven Sashen. Then, only half-joking, he adds "This would have been our 6th if I'd known how to apply before."

Co-founder and CFO, Lena Phoenix, says, "This is a timely honor as we're accelerating our growth this week by launching 5 new shoes, including our first cold-weather friendly products."

See Xero Shoes' products at <https://xeroshoes.com>

ABOUT:

Feel The World, Inc. (dba Xero Shoes) of Broomfield, CO, manufactures Xero Shoes[®], additively comfortable, lightweight, performance and casual sandals and shoes built with a "foot-first" design. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of natural, barefoot-inspired movement plus a layer of protection and comfort. FTWI launched in December 2009 and now has customers ages 1 to 91, in 97 countries who wear Xero Shoes for walking, hiking, yoga and gym-going, CrossFit, kayaking, rafting, paddle boarding, jogging, and even running hundred-mile ultra marathons.

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More about *Inc.* and the Inc. 5000

Methodology

The 2019 Inc. 5000 is ranked according to percentage revenue growth when comparing 2015 and 2018. To qualify, companies must have been founded and generating revenue by March 31, 2015. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2018. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2015 is \$100,000; the minimum for 2018 is \$2 million. As always, *Inc.* reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in *Inc.*'s September issue. They represent the top tier of the Inc. 5000, which can be found at <http://www.inc.com/inc5000>.

About Inc. Media

Founded in 1979 and acquired in 2005 by Mansueto Ventures, *Inc.* is the only major brand dedicated exclusively to owners and managers of growing private companies, with the aim to deliver real solutions for today's innovative company builders. *Inc.* took home the National Magazine Award for General Excellence in both 2014 and 2012. The total monthly audience reach for the brand has been growing significantly, from 2,000,000 in 2010 to more than 20,000,000 today. For more information, visit www.inc.com.

The Inc. 5000 is a list of the fastest-growing private companies in the nation. Started in 1982, this prestigious list has become the hallmark of entrepreneurial success. The Inc. 5000 Conference & Awards Ceremony is an annual event that celebrates the remarkable achievements of these companies. The event also offers informative workshops, celebrated keynote speakers, and evening functions.

For more information on *Inc.* and the Inc. 5000 Conference, visit <http://conference.inc.com/>.