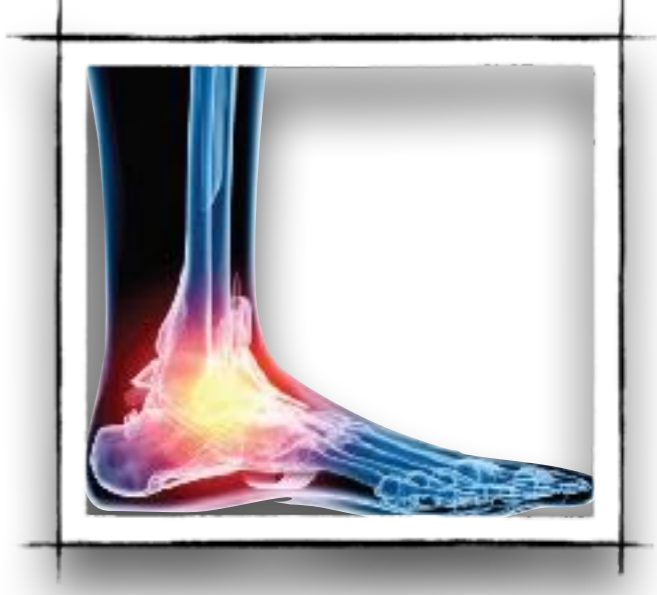
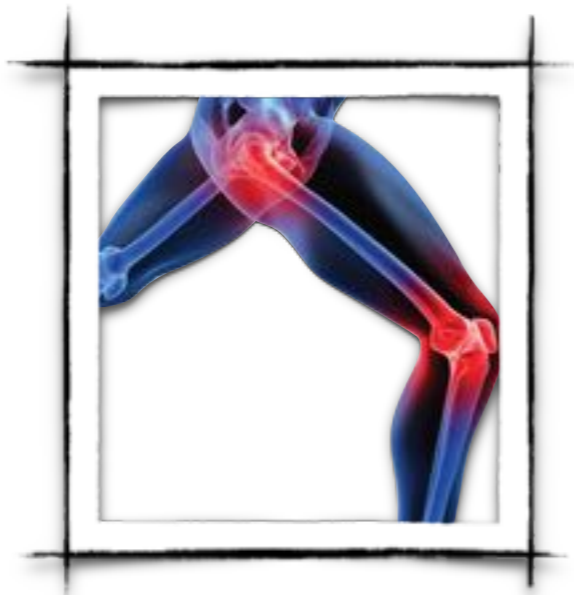


AirFeet Pilot Program Process



Safety - Ergo - **Health** - **Wellness**



“To provide everyone with an opportunity to stand walk, play and feel, just like when you were created.....Perfect!”
AirFeet Mission Statement



Companies Making A Difference

Definition of Insanity: Doing the same thing over and over and expecting a different result.
- Albert Einstein



Pilot Program – Step 1

- 1) A survey link or paperwork is sent to you for your proposed Pilot participants**
(5 - 20 depending on company size)

Use the link below to sample & Understand the survey

<https://goo.gl/VKZgz9>



Pilot Program – Step 2

2) Each participant completes the 1st survey prior to ever being aware of what AirFeet looks or feels like

Participant completes the Survey

Health / Wellness / Safety Survey

Please complete this brief survey. You will complete it now by moving the BEFORE AIRFEET shape to your desired location for each question.

Then, in just a short time, you will be requested to complete it a second time after wearing your AIRFEET Insoles.

It is very simple and you will enjoy seeing the improvement.

Personal Information

Start Date: (mm/dd/yyyy)

Company:

Position within the Company:

Years of Employment:

Your Name:

Age: 18-25 26-35 36-45 46-55 56-65 66+

Sex: Male Female

Shoe Size:

Email Address:

Confirm Email Address:

Participant receives Email completion confirmation

Health / Wellness / Safety Survey

Thank you for submitting this survey. In just a short time, you will be requested to complete it a second time after wearing your AIRFEET Insoles.

Below is the information you submitted:

Survey Information:

Start Date: 7/11/2017
Submit Date: 7/11/2017 4:40:00 PM

Personal Information:

Full Name: John P
Email Address: purcellwa@gmail.com
Company: WP Test Survey 3/31/16
Position: Supervisor
Employment Yrs: 5
Age: 36_45
Shoe Size: 11
Sex: M

Pilot Program – Step 3

3) AirFeet receives a list of the completed surveys, which is sent to you for review

5/10/17 NP Lilly 7,9	Robert Bailey	10		06/13/2017
5/10/17 NP Lilly 7,9	Keith Martin	12		06/12/2017
5/10/17 NP Lilly 7,9	Courtney	8		06/12/2017
5/10/17 NP Lilly 7,9	Richard Gibson	13		06/10/2017
5/10/17 NP Lilly 7,9	Adrienne Grady	8		06/09/2017
5/10/17 NP Lilly 7,9	janet moore	8		06/09/2017
5/10/17 NP Lilly 7,9	David Bucko	8 1/2		06/08/2017
5/10/17 NP Lilly 7,9	Jason Kilgore	11		06/07/2017
5/10/17 NP Lilly 7,9	Cole A. Jenkins	10		06/07/2017
5/10/17 NP Lilly 7,9	45	10 1/2		06/07/2017
5/10/17 NP Lilly 7,9	Crystal Styer	7 1/2		06/07/2017
5/10/17 NP Lilly 7,9	Joshua Davis	13		06/06/2017
5/10/17 NP Lilly 7,9	Lamar Trice	10		06/06/2017
5/10/17 NP Lilly 7,9	Jennifer	9		06/06/2017
5/10/17 NP Lilly 7,9	Daniel Eberle	11		06/06/2017
5/10/17 NP Lilly 7,9	wiley	10.5		06/06/2017
5/10/17 NP Lilly 7,9	Shazell Cookie Dixon	9/12		06/06/2017

THE BEST WEIRD YOU'LL EVER FEEL



Pilot Program – Step 4

4) Based on this list and your input, AirFeet personalizes and ships to you each package of insoles for easy disbursement.





Pilot Program – Step 5

5) After approximately 7–15 days after the insoles have been distributed, an automatic email (verbal if paper) is sent to complete the 2nd part of the survey

Participant receives Email reminder to complete 2nd Survey

Participant receives Email completion confirmation

Dear John P ,

We want to thank you for participating in this program and we look forward to having you share your story with us.

This is a second reminder to remind you to complete the second portion of the Survey by clicking on the link provided, as we are excited to hear your story and how we have helped enhance your work life.

AirFeet Insoles - The best Weird you'll ever feel.!

Visit www.MyAirFeet.com for more life enhancing products.

[Click/Touch here to Complete Your Survey.](#)

Health / Wellness / Safety Survey

Thank you for submitting the second phase of this survey. Below is the information you submitted:

Survey Information:

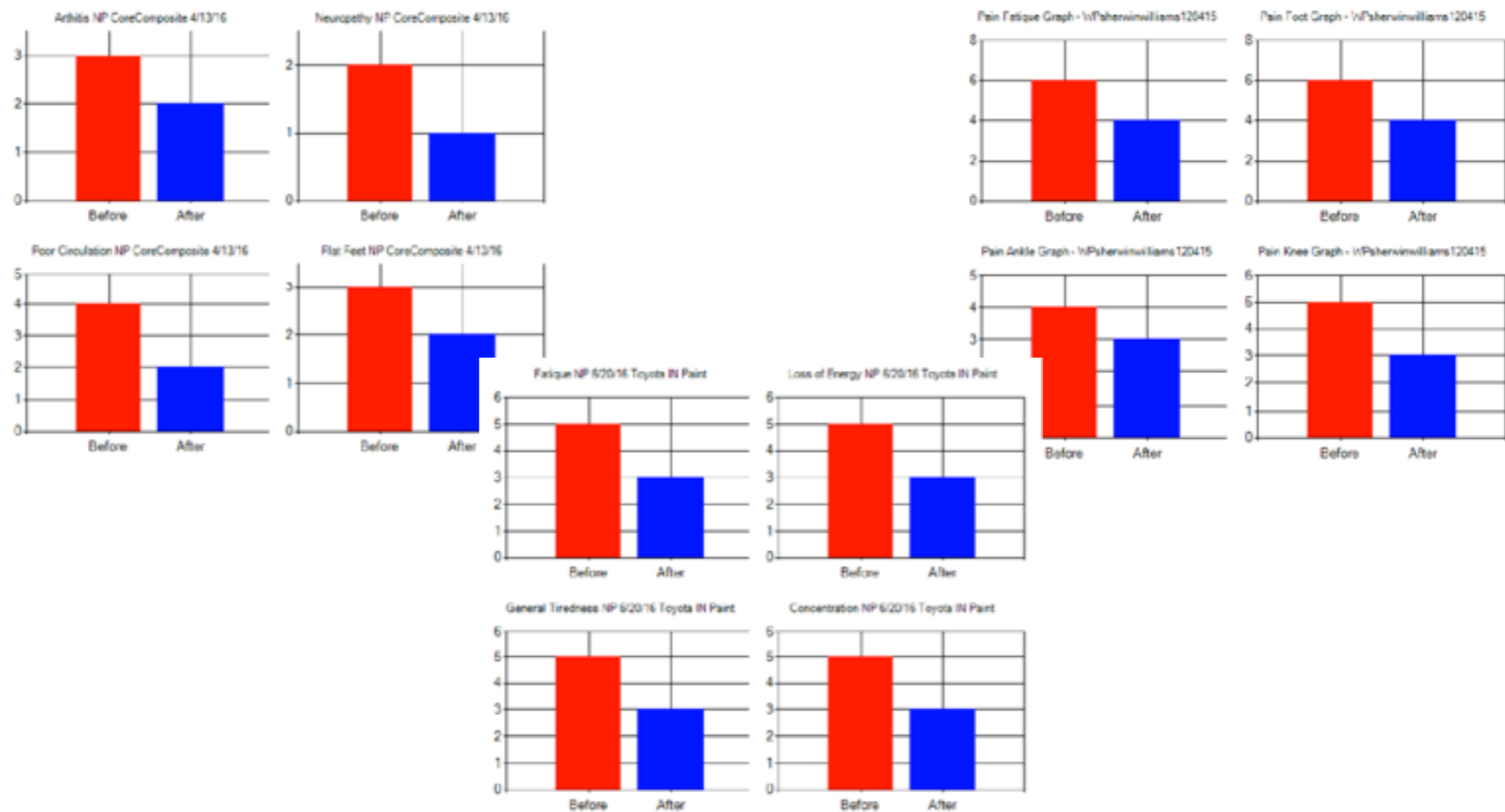
Start Date: 7/11/2017
End Date: 7/11/2017
Submit Date: 7/11/2017 4:40:00 PM

Personal Information:

Full Name: John P
Email Address: purcellwa@gmail.com
Company: WP Test Survey 3/31/16
Position: Supervisor
Employment Yrs: 5
Age: 36.45
Shoe Size: 11
Sex: M

Pilot Program – Step 6

- 6) The data is collected and a detailed graphical format is returned to you.
- 7) This data will provide solid feedback to yourself and your management team allowing a positive decision to move forward with AirFeet.

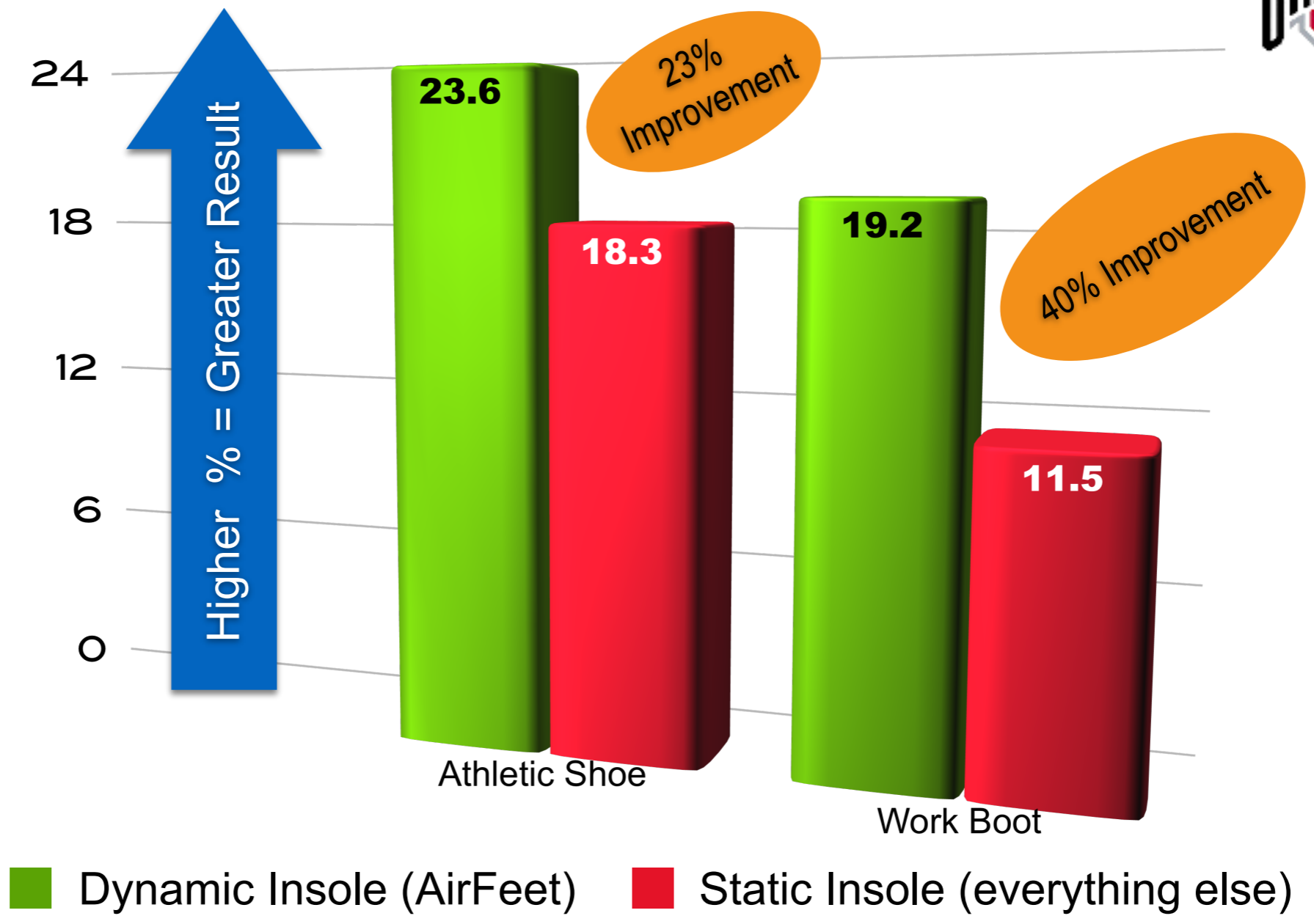




Ergonomic Clinical Study



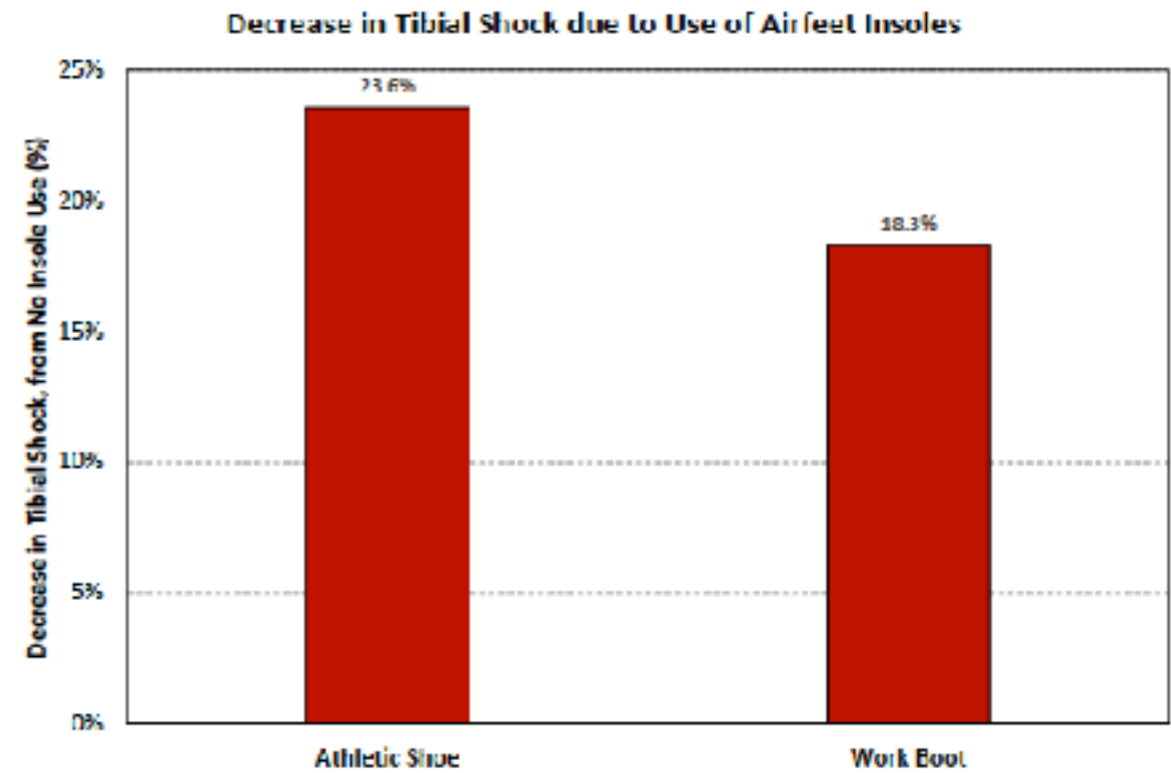
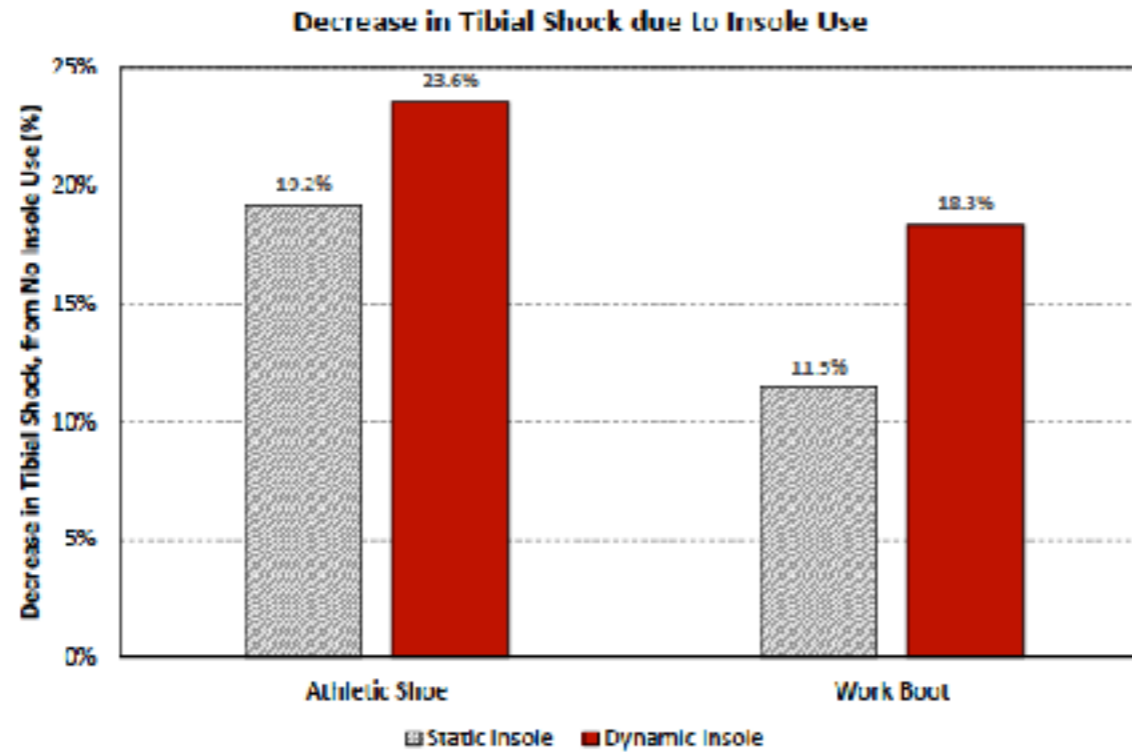
% Decrease in Tibial Shock. Dynamic vs Static Insole



Paper is being submitted to Applied Ergonomics for publication



Ergonomic Clinical Study





Industry Credibility

Toyota
Robert Arnold III (TMMI)

Jul 12

Neil,
Just thought I would let you know your insoles have been very successful in West Paint. While it wasn't a 100% success rate it was overwhelmingly positive. So much so that I have already asked my safety rep to get them into our shoe store. I bet I have heard every foot ailment known to man over the last month or so.

I have also passed your website onto two other businesses where TMs work on their feet a lot or are on concrete. I have talked them into both purchasing a pair for them to try. Should they be successful who would they contact about having you come to their companies the same way you did for us?

Thanks
Robert Arnold
West Paint Safety TL
Toyota Motors Manufacturing of Indiana



Neil, attached is an individual testimonial from one of our safety coordinators – and in general, the consensus is included in the following:

About a year ago, I happened upon the Air Feet booth at a Safety Expo. I had been walking all morning in the most uncomfortable pair of shoes I could have picked for a conference of this size and, once I put the Air Feet into those shoes, my feet didn't bother me for the rest of the day. I returned to our office and, after a discussion with our Regional manager, began to offer these insoles to the branches in our region.

The teammates in our fabrication shops stand or walk on concrete daily, our crane operators walk the length of our buildings dozens of times each day so, we started with a test of all crane operators and anyone who had ever indicated soreness – back, foot, ankle etc. The feedback was immediate and very positive. Even those who stood on ergonomic mats all day long indicated that adding Air Feet to their boots greatly reduced the strain from their day-to-day activities. The feedback was so positive, we gladly offered to purchase our teammates more than one pair.

There have been a few that had issues with their insoles, Neil and his team have replaced them immediately and have been very helpful anytime we've asked for replacement or expedited service. We recommend trying Air Feet to all of the other divisions we work with within our Harris Family. Thanks to Neil and his team for the great product and service.

Brandy Stackhouse
Director of Safety – US Fabrication
Harris Rebar
1342 S Grandstaff Dr
Auburn, IN 46706



Neil,

Just wanted to drop you a note of appreciation for helping me with this insole project. As you are aware, one of the obstacles we faced was the need to maintain the ESD rating in our employees work boots. Our employees are on their feet constantly on a concrete floor. I have had very positive feedback from my employees. They have been wearing them for several weeks now and I hear comments regularly about the comfort they feel. Several have mentioned less or no more back or leg pains. We test our ESD footwear weekly and have not had a failure yet.

When we first rolled these out, we had several employees opt not to get them. After a few short weeks, the praise from those that did opt in was enough that I placed a second order for more of our associates. This is the case in 2 locations and 3 groups, I oversee EHS programs at. As such, I am talking to a 3rd facility about them.

I personally have them in both my work boots and my work shoes. I can not speak highly enough about this product. I do not feel as tired at the end of my day, my feet and legs do not bother me, and most of my lower back pain has gone away. My wife has commented on my energy level increase. She also likes the fact that they are washable, and have been on more than one occasion, as such the foot odor I used to experience from other insoles has gone away.

I will strongly recommend these to anyone as a positive addition to the Safety and Health of employees in any industry.



Doctor Recommended

Mark Landry, DPM, MS

I can't begin to say how grateful I am to have had the opportunity to try the Airfeet insoles I purchased at the Monument Marathon in Indianapolis last November 2nd, 2012.
 I purchased the pair at the Expo the day before the marathon. This was to be my first marathon since I had a partial knee replacement in November of the previous year (2011). My knees have taken a toll, running for over 40 years.
 As a podiatrist I have hyperpronated feet and where stability shoes, but my knees and other joints cry for yielding surfaces like soft dirt trails or grass fields. Wearing my AirFeet Insoles gave extra cushion to my stability shoes which came in handy running the streets of Indianapolis.
 I ran one marathon a month through that winter. Completing four; seven half marathons in the spring and one marathon in June. I just completed the "Kansas City Half" last weekend and am doing a marathon in New Mexico In November. I regularly use my AirFeet and use them with and without orthotics! I love how the active flow media moves from the heel to the forefoot and back again. My AirFeet have held up with no issues, and they are quite comfortable without any allergy or heat issues. I have recommended them to my patients wholeheartedly.
 Any one with less of a forefoot "fat pad" as happens naturally with aging, would benefit from AirFeet Insoles.
 I am a 50 State marathon runner, having completed 70 marathons in all. I recommend these to my running friends as well.
 In short, I believe in your product and would have no hesitation in recommending it to anyone.
 Sincerely,

Mark Landry, DPM, MS
 Fellow, American Academy of Podiatric Sports Medicine
 Fellow, American College of Foot and Ankle Surgeons
 Member, 50 States Marathon Club



1501 West 15th Avenue
Gary, Indiana 46406
Phone: (219) 577-0090
Fax: (219) 577-2091

April 2, 2013

Neil Purcell
General Manager
AirFeet

Dear Neil:

I receive continuous thanks from patients who work on their feet, but don't have the ability to move continuously at work.

AirFeet inserts promote continuous movement in a static position which provides increased tone and liveliness to the lower extremities. The Active Flow Media Technology provides immediate relief of daily aches allowing individuals to be more productive during their day.

We have been offering this product through our occupational health clinic for several years and haven't come across another that can touch its excellence.

Our patients and Comprehensive Care thank you for developing such a superb product.

All the best,



Michael Farber, DO

Helping Hands Chiropractic
333 Rockville Road
Indianapolis, IN 46214
Dr. Scott Hasty, Helping Hands Chiropractic
(317) 273-4357

In my past 25 years as Dr. of Chiropractic Medicine within my practice at Helping Hands Chiropractic in Indianapolis Indiana, I have treated 1000's of patients with some of the most painful and debilitating ailments and joint related issues.

Within that 25 years of treating my 9,000 plus patients, I have not ever experienced or recommended a product such as AirFeet insoles. AirFeet Insoles has the most remarkable and truly engineered design of all insoles on the market today. Enabling many of my patients to experience relief and comfort from issues such as Leg and Foot fatigue from daily standing on concrete and hard surfaces and even relief from joint pain and foot ailments such as Plantar Fasciitis and many others.

Whether you wear them for work, pleasure or sporting activities, they have shown excellent results and I highly recommend them to you, your family and my patients.

Dr. Scott Hasty

Helping Hands Chiropractic.