



Phidippides Encino Holiday Gift Guide



Unbelievable as it may seem, the holidays are here again. We want to remind you that you can avoid the crush, get all our personalized service in selecting practical, useful, health and fitness products for all the runners on your gift list. Make them and yourself happy, simply by doing your holiday shopping at Phidippides! To that end, we're helping out with this handy gift guide. So, leave the malls behind and come and see us soon!

Gifts Under \$20



Foot Rubz at \$5.99 makes a *great* stocking stuffer—it's like having a pocket sized personal massage therapist! If your runner keeps a logbook, or should be keeping a logbook, check out our great collection. The **Marty Jerome Day by Day Running Calendar** (the original red colored Jim Fixx log) is my favorite. It is calendared, has space for recording mileage and notes about the run, inspiring pictures and quotes and a section to record your race results. It's a handy way to create a running history library which is fun to refer to years later. If you prefer non calendared logs we have several styles to choose from. **Books** make great gifts and



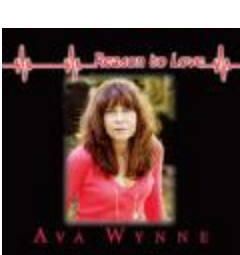
we just got in a fresh stock of titles - training guides, history of running, medical references, inspirational books - all you need to get motivated and get the most out of your running. And to keep your fingers warm enough to turn those pages, we have a great selection of **running gloves**. For those of you looking for running themed **Christmas Tree trimmings**, take a look at the new **Holiday Ornaments** from Bay Six, or take the Holiday Spirit with you on your run with one of their new **Holiday theme hats or socks!** These make great stocking stuffers. Energy gels, socks, hats, reflective gear - your runner will be happy to find any of these gift wrapped! **GU's new Vanilla Gingerbread** is a great holiday flavor—reminds me



of a thick holiday Starbucks drink. Or try the new **Clif Recovery Roks**—tasty protein balls that remind me of a chewy malt ball. And to carry all that stuff, you may need a **fanny pack**, which we also have in abundance. Want to give a personalized gift? Try a **Road ID** identification tag. We have the forms here at the store or go to their website and select Phidippides as the "store name" - clicking this link www.roadid.com. Another great stocking stuffer is the **Guardian**



Light, a tiny clip on LED light that weighs less than 15 grams, can be seen from a mile away and can be set to flash or in solid on mode. Price is \$15.99. Another unique lighting accessory is the



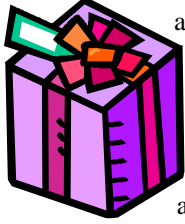
\$20 **Master Vision Light**, a unique 3 LED array that weighs nothing and clips onto the visor of a hat. I use on on my bike helmet. The **Headgator** at \$18.99 is a versatile head/neck/ear warmer that we always have for the winter. Then there are **socks**—**warm, soft seam free socks from Balega** make a great holiday gift. We have three packs prepackaged for you, ready to go. And for those of you who love music, check out our very own **Ava Wynne's** new CD **Reason to Love** featuring 4 new songs written by Ava as well as some great covers of wonderful overlooked music! We have both of her albums in store now for \$10 each. You can sample her albums as well as buy individual tracks or the whole album at www.cdbaby.com and on the Apple iTunes store.

Gifts Under \$60



Probably the hottest gift idea out there is the **Nike Sportband** (and NO, you don't need a Nike shoe to use it). The original **Nike Plus iPod Nano** kit is still available, but this new item is a thin, stylish watch which talks to the shoe pod—**NO MUSIC REQUIRED** for those of us who run without music. You still get to upload your workout data to your **FREE** personal Nike Plus web page. It's a great tech item that's fun, easy to use and inexpensive at \$59. We





also have Nike's very comfortable **Nike iPod armband**, also \$29. **Nathan water packs** are mostly under \$50 and will keep your runner well hydrated on those long runs. We have a great selection to choose from, including the new styles for 2010. And if you want multiple bottles, **Amphipod** has a complete line of multiple bottle packs where the bottles can be moved around the belt to maximize your comfort. You can put 8 or 10.5 oz bottles in the same holder, too, and add on carry pouches for gels, cell phones, etc. If your runner needs encouragement to stretch, try giving him or her a **Prostretch** stretching aid priced at \$30. Having the Prostretch around reminds you to stretch those lower leg muscles and tendons. Does your runner need extra support in their shoes?



We have a fantastic selection of both cushioned and firmer **support innersoles** which will make running a lot easier by reducing the pounding. We also have just received another run of **Phidippides short sleeved Coolmax shirts**. Priced at \$25 in men's and ladies' styles, it's less expensive than most other Coolmax shirts and let's you sport the "Phidippides Encino - The Name in Running for Over 2400 Years" slogan. We also stock a complete line of **reflective vests and sashes**. If you or your runner spend much time running in the dark, these vests are comfortable, offer unique features, including storage pockets and are all priced around \$40. Simple reflective sashes are about \$13. And for a gift that keeps on



giving, try **The Stick**, a great massage tool to work out all those kinks in your muscles. The Marathoner is \$32 and is a nice compact size you can travel with. The Original Stick at \$43 is longer and allows you to really generate a lot more pressure on the muscles.

Gifts Under \$100

Tops and short sets are a great gift item. There are new fabrics that wick better and control heat better, making your runs more enjoyable and comfortable. For the cold weather we have a fantastic selection of heavier weight **tops** and, of course, plenty of running **tights**. If your runner really hates the cold, try a windproof **jacket** to wear over that long sleeve T. **Shoes** are the runner's essential item, and, as you already know, we are the best around at helping runners choose what they need. **Timex watches** are great gifts, too, offering a wide variety of colors and all the functions a runner needs!



Gifts Over \$100



Take a look at the **Asics Storm Jacket**—it's waterproof, windproof and breathable, leaving you with NO excuses to not run, no matter how bad the weather is. It is VERY nicely detailed. Priced at \$110 it is one of the nicer jackets we have seen at this price point. If you run trails the **Garmin 405 and 310XT GPS watches** are a great way to accurately measure your distance and speed. Utilizing the GPS satellite network it provides a highly accurate distance and speed monitor and the ability to track your workouts via the onboard features in



the watch. Prices start at \$300 for the 405 and \$350 for the 310. They are a bit dear, but their unique capabilities make it a stand out gift for that someone special. The 405 features the new touch sensitive dial bezel and the 310XT features a waterproof monitor. **Timex** has also introduced a new line of **Ironman Heart Rate Monitors** at great price points and with the same broad set of memory features you expect from the Ironman product line.

Gift Certificates in ANY Amount

If you can't figure out what to get that special someone, take the easy way out and get a **Phidippides Gift Certificate** for ANY amount, bundle it with a pair of socks or gloves and you have an excellent present without racking your brain for new ideas. And we will be glad to help your recipient find *just* the right item when they come in.



We really want to thank all of you, our loyal customers for your patronage, support and trust over the years. Having been here for more than 29 years, we have come to know many of you as friends and that has enriched what we do immensely. We look forward to serving you for many more years to come and hope you and your loved ones have a happy and safe holiday season.

Charlie, Ava, Jeff, John, George, Melinda, Roey, Susan and Jean

Merry Christmas

Happy Chanukah