



NEWS RELEASE

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PENGUIN BRANDS, INC. HIRES RECOGNIZED SALES STRATEGIST AS SENIOR MIDWEST REGIONAL SALES MANAGER

Donna Williams brings extensive sales experience to key leadership role

(SHARON HILL, Pa.)—Penguin Brands, Inc. is pleased to welcome **Donna Williams** to the position of senior Midwest regional sales manager for its Nathan Performance Gear, Penguin Shoe Care, and Penguin Apparel Care brands.

A highly skilled professional with a demonstrated track record of success, Williams begins her position effective immediately, joining Penguin Brands during a continued period of growth that demonstrates the company's ongoing momentum, says Bridgit Lombard, EVP of sales and strategy for Penguin Brands.

“Our business is one that’s exciting, challenging, rewarding, crazy, and fun—and that’s all in a day,” says Lombard. “We are thrilled to attract such stellar talent like Donna. She’s a fast-thinking, results-oriented professional whose clear sense of strategy and pragmatism ensures that what’s done in pursuit of a strategic objective will deliver results.”

Williams joins the company with over 20 years of sales experience and leadership with some of the outdoor industry’s most exciting companies, including Mountain Hardwear, Montrail, Saucony, SWIX, and Pearl Izumi. During her career, Williams has routinely produced double-digit revenue growth in her territory and her dealer base. At Penguin, Williams will utilize the increased sales resources and support Penguin has committed to and implemented over the past year to lead her region toward similar results.

“She has an unmatched depth of experience, but is always looking outside the industry to bring in new ways to drive growth. She has built strong lasting relationships with colleagues and clients alike. I have no doubt that she will produce tremendous results that exceed both our and our retailers’ expectations,” says Lombard.

For more information on Penguin Brands and any of its subsidiaries, please contact Ellen Cassidy at ecassidy@penguinbrands.com or visit www.PenguinBrands.com.

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About Penguin Brands, Inc.

Dedicated to helping its retail partners succeed through incremental growth, Penguin Brands, Inc. is committed to a relentless pursuit of innovation while continuing to offer and develop superior products at competitive prices. With distribution in 37 countries, Penguin Brands is partners with some of the world's largest and most recognized retailers and brands in the world. For more information, visit www.PenguinBrands.com.

About Nathan Performance Gear

Inspired by athletes, Nathan Performance Gear is the world leader of innovative hydration, reflective, and performance gear and accessories. Driven by a relentless pursuit of excellence, Nathan's line of race belts and vests, bladder packs, handhelds, runner's packs, bottles, and reflective vests and accessories continue to help athletes of all levels redefine humanly possible. Available in specialty running shops, sporting goods stores, and in 37 countries worldwide, Nathan Performance Gear is a subsidiary of Penguin Brands, Inc.