

**FOR IMMEDIATE RELEASE**

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**CUT DOWN ON WASTE AND WASTEFUL SPENDING**

*Nathan Sports introduces its “Green Recycle” reusable water bottle to encourage consumers to keep wallets full and landfills empty by “ditching disposable”*

**(SHARON HILL, Pa.)** – In recent months, the issue of “disposability” has become a hot topic of conversation. For many consumers, finding any disposable income in the current slumping economy has emerged as a difficult and stressful prospect. Conversely, disposability abounds in the environment, where disposable bottles continue to clog landfills and threaten the state of an already fragile environment. With the introduction of its flip straw reusable bottles, and most recently, its new **Green Recycle Flip Straw Steel Bottle**, Nathan Sports tackles both issues by allowing consumers to cut down both on the spending and waste created by the use of disposable water bottles.

“With the current economy, every penny counts for many households,” says Megan Russell, vice president of sales and marketing for Penguin Brands, Inc., the parent company of Nathan Sports. “By using refillable water bottles, like Nathan’s Flip Straw bottles, consumers can cut down on costs associated with the daily or weekly purchase of disposable water bottles, and hopefully both pad their wallets a bit more, and cut down on some of the 38 billion disposable water bottles that end up in landfills each year<sup>1</sup>.”

Featuring prominent messaging with the phrase “Reduce, Reuse, Refill, and Recycle” encircling the universal recycle symbol – the Green Recycle bottle both promotes and encourages consumer environmental responsibility.

Features include:

- Hold 700 mL of fluid
- BPA-free
- Flip Straw allows easy access to fluids without unscrewing the cap or tilting the bottle
- Stainless steel keeps fluids cool for hours (not for use with hot beverages)

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<sup>1</sup> “Learn the Facts.” FilterForGood.com

- Finger loop with QuickClip™ (patent pending) for attaching to belts and backpacks
- Leak-proof cap
- Wide-mouth screw-top lid is easy to grip, clean, and fill
- Dishwasher-safe (top rack only)
- Retails for \$25

“In 2006, the average American used 167 disposable water bottles<sup>2</sup>,” says Russell. “For a family of four, that could amount to upwards of over \$800 a year spent on disposable water bottles. For 1/8<sup>th</sup> of that, a family of four could purchase and use one of Nathan’s flip straw steel bottles year-round. It’s a purchase that’s good for the family budget, and good for the environment.”

In addition to its Green Recycle bottle, Nathan offers steel bottles in six other designs, as well as a line of Pure Bottles made out of BPA-free Tritan™. For more information on these bottles and any of Nathan’s products, visit [www.NathanSports.com](http://www.NathanSports.com).

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### **About Nathan Performance Gear**

Based in Sharon Hill, Pa., Nathan Performance Gear™ is a subsidiary of Penguin Brands Inc. Nathan Human Propulsion Laboratories are committed to redefining the very notion of what is humanly possible. Unlike most companies’ new products that are born in the boardroom, Nathan’s labs are the beautiful and grueling terrain in which we compete. Our hydration and nutrition systems, running paks, accessories, and reflective gear are all engineered for the impossible. For more information, visit [www.NathanSports.com](http://www.NathanSports.com).

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<sup>2</sup> “Learn the Facts.” FilterForGood.com