

FOR IMMEDIATE RELEASE

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**NATHAN PERFORMANCE GEARTM ANNOUNCES SPONSORSHIP WITH
TRIATHLETE KATE MAJOR***Will serve as official hydration and reflective sponsor of the eight-time Kona competitor*

(SHARON HILL, Pa.) – **Nathan Performance GearTM**, a leader in hydration, reflective, and multisport gear and accessories, today announced its 2010 hydration and reflective sponsorship of triathlete **Kate Major**, an accomplished Ironman competitor and three-time Ironman World Championship top-three finisher.

Major will use Nathan hydration and reflective products exclusively as she trains for and competes in several planned races in 2010, including Ironman 70.3 California, Ironman St. George, and the Ironman and Ironman 70.3 world championships.

“Kate Major exemplifies all that an athlete should be – hard-working, determined, and capable of achieving anything,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., of which Nathan is a subsidiary. “She’s a wonderful and welcome addition to our list of sponsored athletes, and we look forward to seeing her cross numerous finish lines this year.”

With an impressive list of results already in the past five years, including first place finishes at Ironman 70.3 Boise, Ironman 70.3 California, Ironman Arizona, and Ironman Lake Placid, and three podium finishes at the Ironman World Championships in 2004, 2005, and 2007, Major looks to kick off her Nathan sponsorship and 2010 race schedule by competing in Ironman 70.3 California on March 27.

“I had started using a Nathan product here and there over the past couple of years, and without realizing it, ended up using Nathan hydration gear exclusively,” says Major. “Nathan products are top quality, extremely functional, durable, and well-priced.”

Major will train using the Nathan Trail Mix, an adjustable belt featuring two 10-ounce Flasks with molded holsters for quick, one-handed access, and will compete using the Sprint, a 10-ounce handheld featuring a Race Cap with a high-flow, one-way valve.

“Hydration is extremely important to my performance, which is why during training I choose to use the Trail Mix,” says Major. “I can quickly and easily take the bottles in and out of their holders, and store my gels, money, and other essentials in the mesh pocket. Best of all, it stays put and is comfortable, and there’s no leaking, so you stay dry and hydrated as everything stays in the bottles, where it should!”

By using the Trail Mix for training, and the Sprint during competition, Major hopes to build upon her previous successes and come away with more victories in 2010.

“I hope to win some half and full Ironman events, and mix up my training a little more with some trail runs, mountain biking events, and surf events,” says Major. “And most importantly, I hope to stay healthy and injury-free!”

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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.