

FOR IMMEDIATE RELEASE

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**NATHAN PERFORMANCE GEAR™ INTRODUCES
FIRST-OF-ITS-KIND EMERGENCY IDENTIFICATION BAND***Nathan VITAband™ combines electronic medical records with
contactless payment technology*

(SHARON HILL, Pa.) –Nathan Performance Gear, the world leader in innovative hydration, reflective, and performance gear and accessories, today announced plans for the launch of **Nathan VITAband**, a first-of-its-kind identification band that combines the benefits of electronic emergency contact information and medical records with the convenience of contactless payment technology.

As part of a long-term partnership with the developers of VITAband, Nathan will become the exclusive running and fitness accessory distributor of the identification and contactless payment system, which will hit retailers including Dick's Sporting Goods, The Sports Authority, City Sports, and independent specialty retailers on Oct. 21.

The band provides access to money via a prepaid debit chip, a feature that distinguishes Nathan VITAband from any other performance accessory product on the market, says Bridgit Lombard, EVP of sales and strategy for Nathan.

“Every athlete stashes cash or a card somewhere for that well-deserved drink, snack, or let’s get real – beer – after a long run or ride,” says Lombard. “This is the easiest, most secure way to stay safe and have money when you need it.

“This is just the first of many products that demonstrates our dedication to innovating with purpose,” Lombard continues. “Simply put, Nathan VITAband rocks.”

“VITA is ecstatic to partner with a first-in-class company like Nathan, who shares the same commitment we do in bringing innovative ideas and products to market,” says Jason Brown, co-founder and president of VITA Products, Inc.

Stylish, durable, and waterproof, Nathan VITAband is designed to withstand extreme conditions, making it perfect for athletes of all levels, focuses, and abilities. A unique identification number, printed directly on the band, will work as a link to an online, fully-customizable emergency

response profile (ERP). In an emergency, first responders, who are trained to look for medical ID bands, will access this profile by calling the 1-866-number printed directly on the back.

Accessible and updateable 24-hours a day, 365-days a year, the ERP will house the user's name, emergency contact information, drug allergies, medical conditions, insurance information, and any additional pertinent information. The profile is maintained through an annual subscription.

The optional, contactless payment feature is activated during the creation of the ERP. After activation, the user receives the prepaid debit chip, which fits securely into the band, in the mail. This chip can be used wherever contactless payment is enabled, a technology currently accepted at thousands of retail locations nationwide, including gas stations and convenience stores.

Nathan VITAband will retail for \$20 and will come in two sizes with five color options. A one-year subscription will cost \$19.95, and a two-year subscription will cost \$34.95. The VITAband will also be offered in kid-friendly sizes in early 2012.

For more information, contact Ellen Cassidy at ecassidy@penguinbrands.com or visit www.NathanSports.com.

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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 over 35 countries worldwide, Nathan Performance Gear is a subsidiary of Penguin Brands, Inc. For more information, visit www.NathanSports.com.

About VITA Products, Inc.

VITA Products, Inc. combines innovative contactless payment technology and the safety of a personal health record in a convenient, wearable line of accessories customizable to individual style. All VITA products provide access to personal information in the event of an emergency through an emergency response profile, while also offering petty cash through a contactless payment system – all in a sleek, comfortable accessory that's perfect for anyone on the go. The company licenses its platform to consumer product companies that want to increase the functionality of their products. For more information, visit www.VITAband.net/licensees