

FOR IMMEDIATE RELEASE

August 24, 2009

Contact:

Ellen Cassidy

Penguin Brands, Inc.

(610) 537-8828

ecassidy@penguinbrands.com

**DRINK FOR YOUR HEALTH: NATHAN PERFORMANCE GEAR[™] OFFERS
EXPANDED LINE OF BPA-FREE STAINLESS STEEL BOTTLES***New line of bottles include different sizes, designs, and caps*

(SHARON HILL, Pa.) – **Nathan Performance Gear**, a leader in hydration, reflective, and multi-sport gear and accessories, has introduced an expanded line of BPA-free stainless steel bottles. In addition to its line of 700 mL steel bottles, Nathan will now offer a line of 500 mL steel bottles, 320 mL kids-sized bottles, and different cap options in addition to its current flip-straw cap. The new products will hit the market on a rolling basis, with immediate availability of the 500 mL steel bottles in retail locations such as Dick's Sporting Goods and The Sports Authority.

Nathan's expansion of its bottle line stems both from its success in big box retailers, as well as independent specialty shops across the U.S. and international distribution in countries such as Canada, Hong Kong, Germany, and Australia. The expansion also meets the growing demand of consumers who have begun to shy away from the use of disposable bottles in favor of a more environmentally-friendly reusable bottle.

"Retailers and consumers alike are searching for products that are helping to reduce the carbon footprint in everyday use," says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., of which Nathan is a subsidiary. "A family of four can buy four of our bottles and significantly cut down on the costs and waste associated with using disposable bottles throughout the year. And since all of our bottles are dishwasher safe, BPA-free, and single-walled, it's easy for a family to incorporate our bottles into all facets of daily life."

Having realized the importance to many consumers regarding BPA, or Bisphenol A, Nathan made the conscious decision in 2007 to begin work on a line of stainless steel bottles made from 18/8 stainless steel, more commonly known as food grade or 304 stainless steel. Among its many beneficial properties, stainless steel is chemically inactive, eliminating the need to include a liner in the bottle. Additionally, stainless steel is 100 percent recyclable, does not affect flavor, and is one of the most hygienic surfaces available, as its unique surface has no pores or cracks to harbor dirt, grime or bacteria.

“As the issue of BPA reinitiates, Nathan reaffirms its position that its current line of bottles are completely BPA-free,” says Russell. “While consumer opinion may differ on the issue of BPA, we have and will continue to exercise full disclosure in terms of what our bottles are made of, ultimately giving consumers the confidence and assurance needed to make an informed purchase.”

Nathan’s first stainless steel bottles hit the market in 2008, and continue to be a healthy and green addition to any lifestyle. All bottles fit in car cup holders, bike cages, treadmill holsters, and have additional accessories available for purchase, including bottle sleeves, straw and replacement kits, and over-the-shoulder slings. While these user-friendly features live on in Nathan’s new steel bottles, several exciting changes do occur in the 2009 line, including:

- 500 mL steel bottles in three different colors - fuchsia, blue, and steel. Retailing for \$16 and featuring a sleeker profile, the 500 mL bottles are easy to hold, and just like the 700 mL steel, are perfect for everyday use. Available in stores now.
- New styles of 700 mL steel bottles, including a black matte soft touch bottle, a metallic red bottle, a silicone sleeve bottle, and a tie dye bottle. All of Nathan’s 700 mL flip straw bottles retail for \$20 and are available in stores now.
- A line of 700 mL steel bottles that feature a steel bottle with a sport cap for those favoring a more traditional bottle top. These bottles will be available late fall 2009 and will retail for \$17.
- Debuting in early 2010, Nathan’s line of 320 mL kids steel bottles come in three designs, (Lime, Lilac, and Lizard), and feature a one-piece nozzle, straw, and cap that eliminates choking hazards. Featuring a reinforced bottom to protect against drops, Nathan’s kids bottles will retail for \$15.

With more options available this year from Nathan, Russell hopes that more consumers start ditching disposable in favor of a more eco-friendly reusable bottle.

“No matter what your position is on BPA, we continue to encourage consumers to make the switch to a reusable bottle, as it cuts down on the 38 billion disposable water bottles that end up in landfills each year,” says Russell.

In addition to its line of stainless steel bottles, Nathan continues to offer its line of 500 and 700 mL Pure Bottles, made with the BPA-free copolyester Tritan™. Bottles retail for \$10 and \$14, respectively.

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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.