

**FOR IMMEDIATE RELEASE**

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**NATHAN PERFORMANCE GEAR<sup>TM</sup> EXPANDS PINK RIBBON LINE***Percentage of proceeds from the sale of pink ribbon products donated to breast cancer charity*

**(SHARON HILL, Pa.)** – For many people, October is more than Halloween and fall weather. For many people, it's filled with 5Ks, marathons, and walks, all in support of Breast Cancer Awareness Month. In recognition of the millions of people that participate in these charitable events, **Nathan Performance Gear<sup>TM</sup>**, a leader in hydration, reflective, and multi-sport gear and accessories, has expanded its line of pink ribbon products from hydration products to also include reflective items.

The line, which now totals five products, will continue to raise money for breast cancer awareness, as Nathan will again donate a percentage of the proceeds from the sale of these products to a breast cancer-related organization.

“Organized walks and runs are an essential component of Breast Cancer Awareness Month,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., of which Nathan is a subsidiary. “Hydration and reflective are important for any outdoor run or walk, and by offering products that increase the safety of all participants involved in these events, and also making an annual donation to a breast cancer-related charitable organization, we feel we’re best using our resources to help in the fight against this deadly disease.”

Given the success of the previous line of pink ribbon hydration products, Russell says it made sense to bring reflective items into the product assortment. These reflective items are pink-ribbon versions of the popular Nathan reflective items the Reflex and the Tri-Color vest. The Reflex adds full reflectivity up to 400 feet with the snap of the band that easily attaches to wrists, ankles, or pack straps. Available in a two-pack, the Pink Ribbon Reflex retails for \$10. The Tri-Color vest features soft, lightweight, breathable mesh, and include a visible, waterproof I.D. card. Providing 1200 foot visibility and 360-degree visibility with 500-candlepower reflectivity, the Tri-Color vest retails for \$15.

These two products join three pink ribbon hydration products that Nathan has offered for the past two years. The Nathan Pink Ribbon Stainless Steel bottle is a 100-percent BPA-free, recyclable,

and durable bottle that features a flip-straw top and a wide-mouth, screw-top lid. Made of food grade 18/8 stainless steel, the bottle is dishwasher-safe and retails for \$20. Nathan's Pink Ribbon QuickDraw Plus, a 22 ounce handheld, makes hydrating easy and intuitive, retails for \$18, and features a small stash pocket for storing small essentials such as keys, I.D., and gel packets. For those who prefer to carry hydration around the waist rather than in hand, Nathan offers the Pink Ribbon Triangle, a waist pak that features a fully insulated, angled bottle holster that carries a 22 ounce bottle. Featuring a zippered pocket for small essentials and padded, moisture-wicking backing, the Triangle retails for \$25.

“We are really excited to be expanding our pink ribbon product line, and offering products that appeal to a broad base of people, from the first-timer to the more experienced athlete,” says Russell. “Our new assortment ensures that people have options when determining what works for them, and that they can feel good about buying a product that goes back to help a cause they are so passionate about.”

Nathan pink ribbon products are available at independent specialty stores. For more information on Nathan and its entire line of 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).