

FOR IMMEDIATE RELEASE

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NATHAN PERFORMANCE GEARTM ADDS NEW BOTTLES TO ITS POPULAR AND REUSABLE PRODUCT LINE

New items include vacuum-insulated bottle and kids' line of bottles

(SHARON HILL, Pa.) – Nathan Performance GearTM, a leader in hydration, reflective, and multisport gear and accessories, has added five new products to its growing line of reusable water bottles. The Nathan Kids' Steel Bottle line, available immediately, and the Nathan Vacuum-Insulated Steel Bottle, available Aug. 1, build upon the popularity of the current Nathan bottle offering with unique features that meet specific consumer needs above and beyond those offered by traditional reusable bottles.

“As the consumer demand for safe, BPA-free, and reusable water bottles reaches new levels, Nathan will continue to develop bottles that marry function with features that set our bottles apart from others,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc. “Both our kids' line of bottles and our vacuum-insulated bottle offer consumers yet another safe alternative to the use of disposable water bottles, making it easier to incorporate them into everyday use for the whole family.”

The Kids' Steel Bottle line features 320 ml stainless steel bottles in four fun and colorful designs – Lime, Lizard, Lilac, and a glow-in-the-dark bottle, Firefly (available Aug. 1). Constructed with kids' needs in mind, these bottles feature a slim profile for small hands, a slip-proof bottom that helps prevent spills, and a single-piece, flip-straw nozzle that allows children to sip fluids without unscrewing the cap or tilting the bottle. Sized to fit in most lunch boxes, the bottles are made of 18/8 (food-grade) stainless steel, are BPA-free and dishwasher-safe, and retail for \$15.

Retailing for \$25, the new 475 ml Vacuum-Insulated Steel Bottle departs from the flip-straw feature that has become a signature of the Nathan bottle line and instead accesses fluids with the push of a button. The unique push and pour lid allows for easy pouring or sipping of beverages, while the vacuum-insulated bottle eliminates condensation and keeps fluids a consistent temperature for hours. Made of 18/8 (food-grade) stainless steel, these BPA-free bottles have the ability to hold fluids both warm and cold, making the Vacuum-Insulated Steel Bottle a truly

environmentally-friendly choice that can replace the daily use of plastic bottles, Styrofoam and paper cups, and other landfill-clogging materials.

“The sustained sales success of our bottle line and growing availability in retailers large and small indicates that more consumers are making the switch to reusable water bottles,” says Russell. “This success happily allows us to continue introducing new products with unique and advanced features to meet the varying needs of a broad consumer base.”

For more information on Nathan’s complete line of reusable water bottles, use of which cuts down on the estimated 38 billion disposable water bottles that clog landfills each year, visit 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.