



NEWS RELEASE

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START THE NEW YEAR OFF AND RUNNING THE RIGHT WAY

Nathan Sports encourages athletes to stay hydrated, safe, and motivated when starting resolutions for 2009

(SHARON HILL, Pa.) – The promise of a new year brings hope, optimism, and for many people, the chance to set goals to change anything from eating habits to money management to exercise. And while dedication starts off high in January, by Valentine’s Day many resolutions, particularly those involving exercise, have become as stale as the holiday leftovers forgotten in the fridge.

Yet just because failure has occurred in the past doesn’t mean it’s time to throw in the towel altogether. For 2009, Nathan Sports has a variety of ideas, products, and tips for consumers to help make keeping – and achieving – running-related resolutions fun, stylish, convenient, and possible:

- Getting into a running groove on the treadmill can be as simple as having tunes to groove to for the first, second, or last mile. Try one of Nathan’s new 2009 music carriers, including the **Rock Band Nano**. Designed for the iPod Nano 3, the holder features a wire management pod that allows users to reduce excess wire, rather than dealing with the dreaded “flap.” (MSRP \$30)
- Joining a local running club can serve as a great motivator to stick to running goals. And for as much as some clubs like to run hard, they also play hard, often times ending up at a happy hour to wind down after a particularly hard run. Clean up after the run and before your first beer with Nathan’s **Power Shower Body Wipes**. Safe to use on the entire body, these wipes come in a convenient and resealable travel-size pack and have a fresh clean scent. Say goodbye to no-shower happy hours! (MSRP \$4)
- Experts agree – keeping track of your running progress, including times and distances, helps keep the motivation juices flowing. Nathan’s **Training Log Plus+** is a non-dated, 365-day log that comes with advice from expert runners including Jeff Galloway, Bill

Rogers, and more. Track your time, isolate the causes of injuries, and stay motivated while working towards your running goals. (MSRP \$9)

- Working towards competing in a 5 or 10K? Try a handheld water bottle, such as Nathan's 10 oz. **Sprint**. The moisture-wicking, adjustable Wall Mesh hand strap eliminates the need to grip the flask, and the race cap's high-flow, one-way valve opens and closes automatically and offers a quick burst of fluid, perfect for short, intense runs. (MSRP \$17)
- Already a runner, but trying to figure out how to decrease your carbon footprint? Try reusable water bottles in place of disposable bottles, 38 billion of which end up in landfills each year. Nathan's 700 mL **Flip Straw Stainless Steel Bottles** are perfect for those hitting up the treadmill at the gym. BPA-free and available in six different designs, these bottles fit perfectly in treadmill bottle holders and hold enough liquid to get you through a long, hard workout. (MSRP \$25)
- To reduce your carbon footprint even further, try **Catalyst**, Nathan's electrolyte drink mix. One tube of 16 tablets will provide enough drink mix for 16 22 oz. reusable hydration bottles. The perfect formula of electrolytes, carbohydrates, vitamins, and flavor, staying hydrated has never tasted so good or been so environmentally-friendly. (MSRP \$8)
- If you have your sights set on your first marathon, proper hydration is key, which makes the **Speed 3R** the perfect hydration race belt. Designed for runners who have never used a hydration system before, the Speed 3R has streamlined molded holsters for quick, one-handed Flask access; three 7 oz. nutrition flasks strategically placed for easy access without interfering with arm swing; and a canted waist that allows the belt to sit low on the hips without riding up. (MSRP \$50)
- Squeezing in runs early in the morning or later at night? Nathan's **Flash** is the perfect reflective compression vest to keep runners visible in low-light conditions. Made of a form-fitting, ultra-stretchy Lycra blend, the Flash has 360-degree visibility with 400-candlepower reflectivity. (MSRP \$30)

For more information on these and many more products and ideas, 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.