



NEWS RELEASE

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PENGUIN BRANDS, INC. ANNOUNCES NEW STAFF ADDITIONS *Hires new Midwest regional manager and fills three newly-created positions*

(SHARON HILL, Pa.) – **Penguin Brands, Inc.**, a multi-million dollar consumer goods company, and parent company of Penguin Shoe Care, Nathan Performance Gear™, Sorbothane Performance Insoles, Penguin Apparel Care, Tectron Fabric Treatments, Fetish Shoe Care, NewRide Shoe Care, and the official licensee of Ironman Reflective and Hydration Gear, announces the addition of four new employees to its current staff of over 30.

Kahiem Amenra, Dan Gardner, Dan Knisely, and Lurleen Smith all began work effective immediately within Penguin Brands' corporate headquarters in Sharon Hill. Amenra, Gardner, and Smith fill three newly-created positions designed to meet the evolving needs of the company, while Knisely assumes the role of an existing managerial sales position.

“With Penguin’s continued aggressive growth domestically and internationally, the creation of new positions was intrinsic in both meeting our expansive company goals and upholding the quality of goods and services provided to our customers,” says **Megan Russell**, vice president of sales and marketing. “We’re extremely pleased and excited to welcome our new employees, as they will undoubtedly bring new ideas and energy to our hard-working team.”

Amenra will serve as the customer service manager and international sales specialist, a position created within the company to lead and manage the customer service efforts for both Penguin’s domestic customers as well as its rapidly increasing international partners. Born and raised in Philadelphia, Amenra gained customer service management experience in the apparel business, working at both Boathouse Sports, a custom athletic apparel manufacturer, and Black Tag Apparel, an upstart apparel line. Amenra received a Bachelor of Science in business administration from the University of Maryland Eastern Shore, and currently resides in Newark, Del.

An avid runner and Marine Corps reserve, **Gardner** comes to Penguin to serve as the independent account specialist for the company's Nathan Performance Gear line, which is a leading producer of hydration, reflective, and multisport gear and accessories in the run and bike specialty markets. Gardner built his job expertise through his experience as Midwest territory manager for Etonic Worldwide. At Penguin, Gardner will ensure Nathan remains a top-notch partner to all independent running doors and bike shops. Additionally, Gardner will launch the "Green Race Initiative," a program designed to help races become more green with the use of reusable hydration products. Gardner, a native of Pittsburgh, received his Bachelor of Science in elementary education from Duquesne University and currently resides in Ardmore.

Knisely, who will take over as the new Midwest regional sales manager, comes to Penguin with over 15 years of sales management experience for Timberland and Nike, and previously served as owner of Echelon LLC. In his new role, Knisely will look to manage a team of over 15 sales representatives while furthering the growth of both Penguin Shoe Care's core business and Nathan's run and bike specialty business in the Midwest region. A resident of West Chester, Knisely received a Bachelor of Science from the University of Delaware.

Smith brings her experiences as a product manager and developer at Chico's and Macy's (formerly May Department Stores Co.) to Penguin where she will serve as the product manager for the Penguin Shoe Care line. Using her keen skills in market research and product development, Smith will focus on ensuring Penguin Shoe Care remains one of the largest shoe care companies in the world and continues to offer the best in innovative and quality shoe care products. A native of Valley, Ala., Smith currently resides in Philadelphia.

For more information on Penguin Brands, Inc., visit www.PenguinBrands.com or contact Ellen Cassidy at 610-537-8828.

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