

FOR IMMEDIATE RELEASE

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NATHAN PERFORMANCE GEAR[™] ANNOUNCES RUN SAFE INITIATIVE*Will encourage runner safety through partnership with retailers*

(SHARON HILL, Pa.) – **Nathan Performance Gear**, a leader in hydration, reflective, and multi-sport gear and accessories, today announced the formation of a new program aimed at promoting athlete safety. In partnership with its retailers, Nathan will launch the **Run Safe Initiative**, a program that encourages all runners to run with identification, a cell phone, and reflective clothing or accessories.

In launching this initiative, Nathan hopes to better educate runners on the importance of running safe, as the most recent data from the National Highway Traffic Safety Administration indicates that 70,000 pedestrians were injured by motor vehicles in 2007, and 4,654 were killed.

“For many runners and outdoor enthusiasts, there’s still a stigma attached to wearing reflective, whether that it’s not cool, doesn’t look good, or is uncomfortable,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc. “We want to make sure that we are doing our part, along with our retailers, in conveying that wearing reflective isn’t about being cool, it’s about being safe, and wearing it, along with carrying a cell phone and identification, are essential safety items that every runner should carry with them, no matter the distance or location of the run.”

Through this program, Nathan will encourage its retailer partners to fill out the online pledge, promote the basic principles of the initiative, encourage customers to pledge to “run safe” in-store, and to stock a variety of Nathan reflective vests and accessories. In return, each retail location will receive free in-store Run Safe signage, free Nathan products, and reimbursement for \$50 gift certificates to be used as prizes for customers who pledge.

“This idea really sprang out of some of the horror stories we hear from our retailers regarding local runners who were struck and killed by motor vehicles, and who weren’t wearing reflective,” says Russell. “We started thinking about how we can help to encourage runners to wear reflective, and carry their phone and I.D. with them, and this initiative really began to take shape. Obviously, there are several things runners should also do as part of safe and happy

running lifestyle, including properly hydrating and routinely seeing a physician. However, we saw an opportunity to publicize these three specific components of running safe through our resources and our retailers.”

To truly emphasize the three essentials of the Run Safe Initiative, Nathan developed the Reflective Belt, an all-in-one belt that keeps runners and their valuables safe. Featuring a Power Stretch Mesh outer pocket that expands to hold items snugly in place, 360-degree reflectivity, 3M Scotchlite reflective detail, high-visibility ANSI yellow material, and an incorporated, waterproof I.D. card, the Nathan Reflective Belt is a comfortable and practical safety essential for runners.

“We’ve always said that the only thing more important than an athlete’s performance is their safety, something we’ve preached both on the hydration side as well as the reflective side,” says Russell. “We’re excited to take our efforts to the next level, and work along our retailers to really convey this messaging to our athletes.”

For more information on the Run Safe Initiative, visit www.NathanSports.com or contact Ellen Cassidy at ecassidy@penguinbrands.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.