

FOR IMMEDIATE RELEASE

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**RUNNING OUTSIDE? NATHAN PERFORMANCE GEAR[™] OFFERS FIVE TIPS
FOR SAFER RUNNING**

Wearing reflective, carrying cell phone among key recommendations

(SHARON HILL, Pa.) – As cooler weather and shorter days begin to put an end to the last memories of summer for much of the U.S., **Nathan Performance Gear[™]**, a leader in hydration, reflective, and multi-sport gear and accessories, reminds runners to practice safe running when hitting the roads this fall.

“This time of year in particular serves as an opportune time to remind people, who may be getting themselves and their family back in a routine after the lazy days of summer, about several quick and easy to-dos that can help lead to safer running,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., of which Nathan is a subsidiary.

While several components fall under the broad umbrella of “safe running,” including routine physician appointments, running with a buddy, and others, Russell puts an emphasis on five key recommendations that are easy to do and can often get overlooked by even the most dedicated runner. These five tips include:

- **Wear reflective.** Wearing reflective when out on the roads helps cars, bikes, and other people detect, react, and maneuver in time to avoid a potential disastrous situation more quickly than when not wearing reflective. Nathan offers several vests and accessories that offer 360-degree visibility up to 1200 feet.
- **Carry identification.** Every second counts in an emergency, and carrying identification can help direct first responders to pertinent information quickly and efficiently. Nathan introduced two belts this year – the Shadow Pak and the Reflective Belt – that feature both an incorporated I.D. card and I.D. stitching.
- **Bring a cell phone.** A twisted ankle, an unfamiliar route, or a longer-than-expected run can all benefit from having a cell phone handy to alert the appropriate people. The Shadow Pak and the Reflective Belt make running with a cell phone easy, with both

featuring limited-stretch mesh pockets that fit almost any-sized cell phone, including the iPhone.

- **Stay properly hydrated – before, during, and after.** Fluids help athletes perform better, recover better, and are good for overall health, even when not exercising. Nathan makes it easy to stay hydrated while running through its line of handheld water bottles, including the 10 oz. Sprint and the 22 oz. QuickDraw Elite, and its line of BPA-free Stainless Steel bottles, which come in two different sizes, 500 mL and 700 mL, with a third size, 320 mL kids-sized bottles, on the way in 2010.
- **Have someone know your route.** Having a spouse, family member, or friend ensures someone knows the expected route – and approximate beginning and end time – of a run, and if that expected end time passed hours ago.

To drive home these points even further this year, Nathan introduced the Run Safe Initiative, a partnership with its retailers that promotes the ideals of running safe to consumers.

“The only thing more important to us than an athlete’s performance is their safety, and it’s our hope that through the cooperation of our retailers, we can get the message out to athletes that it’s important for their health and safety to run both smart and safe,” says Russell. “We’ve already had great response from our retailers, and plan to continue rolling out the initiative throughout the year.”

Nathan offers a full range of reflective products, from reflective compression garments to helmet and bike stickers to L.E.D. wrist bands. To explore the full line, and to learn more about the Run Safe Initiative, 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.