

FOR IMMEDIATE RELEASE

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**NATHAN PERFORMANCE GEARTM SPONSORS IMPRESSIVE
LIST OF ATHLETES AND TEAMS FOR 2009**

Continues partnership with Team Timex, Pearl Izumi Smith, Team Montrail, and others

(SHARON HILL, Pa.) – Continuing in the foot steps of last year, **Nathan Performance GearTM** has renewed sponsorship of several key triathlete and multi-sport teams and athletes, as well as added several accomplished teams and runners to its arsenal of talent. Since its inception, Nathan has been committed to athlete sponsorship, allocating thousands of dollars worth of product to athletes and teams across the United States each year.

“The reason we do what we do is to help and encourage athletes of all abilities and ages redefine their humanly possible,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., Nathan’s parent company. “Our products are created by athletes, tested by athletes, and for athletes, and we’re happy to continue sponsoring competitive athletes with these products year after year.”

Nathan’s list of sponsorships, particularly its sponsorship of teams, increased from last year. This year’s collection of athletes is slated to participate in a variety of events, including Ironman[®] competitions, 50k and 100k ultra runs, marathons, triathlons, and other events. 2009 sponsored teams include:

- [Team Pearl Izumi Smith](#), an endurance running team focusing on 25Ks, 50Ks, and 100Ks. Members include Scott Jaime, Darcy Africa, and Justin Ricks.
- [Team Timex](#), a collection of amateur and professional athletes from around the world who compete in many types of triathlon events, including Ironman and Xterra events.
- [Team Montrail](#), an endurance running team conceived and sponsored by the trail running and hiking footwear company. Athletes include Matt Hart, Luis Escobar, Annette Bednosky, and David Horton.
- [Team Wasatch Speed Goats](#), a trail running and mountain racing team featuring a collection of accomplished Nanny (female) and Billy (male) runners.
- [U.S. Pro Tri](#), comprised of professional triathletes from all across the U.S.

- [Phoenix Tri Club](#), a non-profit organization dedicated to supporting the multi-sport community by offering educational meetings, club training events, and weekly email updates.
- [racelab](#) Racing Teamsm, a team of some of Arizona's top elite amateur and professional endurance athletes conceived and sponsored by the endurance coaching company [racelab](#)sm, who in addition to competing in their own events, motivate, coach, and train thousands of runners, walkers, triathletes, and adventure racers of all ages and abilities to reach their fitness and athletic goals.
- [MelRad Racing](#), the first team led by XTERRA Pro World Champions Melanie McQuaid and Conrad Stoltz, and features a roster of 20 athletes chosen from each region of the United States to race as part of this first-year amateur triathlete squad.

“The multisport essentials from Nathan make our team the fastest and best organized in the transition area,” says McQuaid. “All the triathlon-specific advantages we need are taken care of with products such as the velocity laces, race belts, propellers for extra bottles and the Quick Change bag to carry everything we need.”

Nathan's individual sponsorships have increased this year as well. In addition to some new athletes, familiar faces returning include:

- Magda Lewy-Boulet, an accomplished runner and a 2008 Beijing Olympic Games competitor.
- [Krissy Moehl](#), winner of UltraRunning magazine's 2007 “Female Performance of the Year.”
- [Felipe Bastos](#), an accomplished Ironman competitor.
- [Karl Meltzer](#), one of the winningest 100-mile trail runners with 23 victories and counting.
- Brian Boyle, an Ironman athlete who overcame a near-death experience to subsequently compete in and finish several Ironman events.

“Nathan hydration paks and accessories are integral to my training routine,” says Lewy-Boulet. “From the innovation in the design to the quality of the materials, Nathan products can't be beat. I'm excited to be partnered with such a great company.”

In addition to its athlete sponsorships, Nathan also sponsors and contributes to dozens of events each year, including Tempe Tri, of which it is the title sponsor; the GORE-TEX™ TransRockies Run 2009, of which it is the official hydration equipment sponsor; the official hydration equipment sponsor of the Montrail Ultra Cup; and the Philadelphia Insurance Triathlon, also of which it is the official hydration sponsor.

For more information about Nathan, visit www.NathanSports.com or call 610-537-8828.

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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.