



NEWS RELEASE

FOR IMMEDIATE RELEASE

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PENGUIN BRANDS, INC. HIRES PRODUCT ASSISTANT AND INSIDE SALES REPRESENTATIVE

New positions created to meet growing business demands of company

(SHARON HILL, Pa.) – Penguin Brands, Inc., the 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, recently made two additions to its current staff.

Chloe Johnson, an experienced sales specialist and a 2007 graduate of the University of Houston, joins the Penguin staff as an inside sales representative/product specialist. Johnson will utilize her prior sales experience as she manages the direct marketing program for both Penguin’s West and East coast sales regions, and will also serve as the product specialist for Penguin’s newest product line, Fetish Shoe Care.

Heather Hawkins, a 2008 graduate of Philadelphia University who earned a bachelor’s degree in fashion industry management, joins the staff as a product assistant. Hawkins will assist Penguin’s two product managers in maintaining and growing business for all of the Penguin lines.

“We’re very excited to have both Heather and Chloe joining our team,” says Megan Russell, VP of marketing and sales. “This continues to be an exciting time for our company. Heather and Chloe come to Penguin with lots of energy and enthusiasm, and I look forward to seeing the positive impact of their contributions.”

Johnson, a Havertown native and current Media resident, comes to Penguin from Merion Publications, where she served as a sales associate. She specialized in recruitment advertising for nursing trade publications. Prior to Merion, Johnson worked at the Houston Rockets as a sales and services intern. During college, Johnson earned a bachelor’s degree in hospitality

management and spent much of her time as a member of the university's cheerleading team. She now spends her time rooting for Philly sports teams, working hard at the gym, or spending time with her Sheltie, Artie.

"I am looking forward to both working with and getting to know everyone here, and am excited to be part of the Penguin Brands team," says Johnson.

Hawkins, a native of upstate New York, gained considerable experience during internships at Phillips-Van Heusen in Bridgewater, N.J., and The Buckle, located in King of Prussia. A spring 2008 American Apparel and Footwear Association Student of the Year, Hawkins also served as the president of the campus organization Fashion Apparel Merchandising Experience (FAME). Hawkins currently resides in West Chester with her boyfriend, Pierce, and their Lhasa-Poo Baxter. In her spare time, Hawkins enjoys cooking, traveling, and staying on top of the latest fashion trends.

"I am very excited to begin my career in the 'real world' with Penguin Brands," says Hawkins. "I see a lot of growth potential, and even after such a short time here, I already feel at home with the people and the products."

For more information on Penguin Brands, Inc., and its product lines, visit www.penguinshoecare.com, or contact Ellen Cassidy at 610-537-8828 or ecassidy@penguinbrands.com.

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