



NEWS RELEASE

FOR IMMEDIATE RELEASE

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PENGUIN BRANDS, INC. HIRES WESTERN REGIONAL SALES MANAGER TO OVERSEE GROWING RETAIL BUSINESS ON WEST COAST

Fills position vacancy after months-long nationwide search

(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, announced today the hiring of **Vincent M. Morse** to the position of domestic regional sales manager for Penguin’s western region. A skilled sales manager and entrepreneur with over 15 years of experience in the retail sporting industry, Morse will manage a sales team of 10 representatives.

“We are thrilled to announce that Vincent Morse has joined the staff of Penguin Brands, and will be bringing his considerable sales and managerial expertise to our company’s growing U.S. western region territory,” says Megan Russell, vice president of sales and marketing for Penguin. “Vincent has demonstrated a keen understanding of the drive, commitment, and business initiative it takes to succeed in this industry, and his beliefs of ‘growing the pie’ were completely aligned with ours. We look forward to seeing him apply his previous business and product experience to his role here at Penguin.”

At Penguin, Morse will look to significantly grow sales in a successful, but not yet mature, territory comprised of California, Nevada, Colorado, Texas, Arizona, New Mexico, Utah, Wyoming, Montana, Oklahoma, Arkansas, and Louisiana. Morse will manage a long-term sales force that has enjoyed steady increases in sales, number of accounts, and business volume in key accounts.

“I’m very excited to be a part of a dynamic and growing company like Penguin Brands,” says Morse. “I was looking to join a company with a true entrepreneurial spirit that was focused on

sales, and I look forward to supporting the sales efforts of the company by strengthening our relationships with both our customers and our sales force in the west.”

“Companies like Penguin Brands, that are focused on customer support and innovation, will always be market right for the consumer, and prosper in any economy,” Morse adds.

Prior to his role at Penguin, Morse founded and served as the director of sales for The Morse Company, a Las Vegas-based company that specializes in providing products to the casino market for both retail and special events. While there, Morse coordinated the marketing efforts of clients such as Gear for Sports®, Champion®, and Under Armour®, while developing key sales strategies, supervising product development processes, and executing inventory control programs for key accounts. His efforts led to large increases in client sales volume numbers.

Previously, Morse served as the western regional sales manager for Gear For Sports, based out of San Francisco, Calif., where he managed the budget and sales efforts of a 10-state, 25-person sales team territory that produced over \$20 million in annual sales.

A graduate of the University of Oregon, Morse currently resides in Las Vegas with his wife of 20 years, Cynthia, and their two golden retrievers, Rusty and Henry.

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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