

RUN SAFE INITIATIVE RETAILER PLEDGE

Athlete safety is imperative for training and competition. To encourage safe running, Nathan Performance Gear has developed an entire line of reflective gear and accessories, and created the Run Safe Initiative. Through the support of its retailers, Nathan will encourage all runners to carry identification and a phone, and to wear reflective.

By signing this pledge, the retailer commits to promoting the basic principles of the Run Safe Initiative to its customer base; encourage customers to pledge in-store for the Run Safe Initiative; and order the Shadow Locker (ND920) and a combination of 24 units of the Shadow Pak (any color), the Reflective Shadow Pak, and the Reflective Belt.

" _____ pledges to help our athletes and customers run safer and smarter by promoting the basic principles of the Run Safe Initiative, encourage our customers to take part in this important initiative, and carry the required Nathan products in-store. In return, Nathan will provide in-store signage, complimentary Nathan products, and a credit memo to their next Nathan order as reimbursement for one \$50 gift certificate to be given to one of our customers who makes the pledge."

DATE: _____

STORE NAME: _____

STORE CONTACT PERSON: _____

CONTACT PERSON'S EMAIL: _____

STORE PHONE NUMBER: _____

NATHAN SALES REPRESENTATIVE: _____

Place your order today by calling 610-537-8850.

Please fill out this pledge and return to Dan Gardner or Aubrey Miller by fax (610-534-4424) or email (dgardner@penguinbrands.com or amiller@penguinbrands.com).

