



FRONT RUNNER

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FEATURED PRODUCTS



Keeping New Years' resolutions can be tough, particularly exercise-related ones. Experts agree that keeping track of your progress, whether you're working towards a 5K, a marathon, or something else, helps many

people stick with, and reach, their goals. Nathan's Training Log Plus+ is the perfect way to keep track of daily progress, and features expert advice from some of the running world's most respected athletes. In stock and ready to ship, the Training Log Plus+ is a great accessory item for any athlete looking to succeed in 2009.

Nathan's newest stainless steel bottle, "Love," is in stock and ready to ship. Order quantities now to ensure timely delivery for the month of February. Love will also be a featured product giveaway for Women's Running Magazine's e-blast for the month of February.



No. 4043N "Love"

DIRECT MARKETING

Our 2009 direct marketing calendar has been finalized, and there are several promotions planned throughout the year that feature great products including Fresh Twist, Sport-Wash, Track Spikes, Steel Bottles, and many more. Stay current with each month's latest promotion by checking out the direct marketing blurb, always at the bottom of page one of each issue of Front Runner.



Ellen's Welcome

Happy 2009! As we embark upon the last year of this decade, we look to 2009 as a year that promises to provide continued success, challenges, and excitement as we develop new products and set new goals. Of course, we couldn't do much of what we do

without our athletes, and in 2009, we will look to them for continued feedback, support, and success. Nathan will continue its relationship with noted runners [Krissy Moehl](#), [Karl Meltzer](#), Magda Lewy-Boulet, and others, who will test out our latest product innovations and provide timely and constructive feedback. Nathan will also continue its sponsorship of several teams, including [Team Montrail](#), [Team Pearl Izuzmi/Smith](#), [Team Wasatch Speed Goats](#), and [Team Timex](#), as well as begin sponsorship of the U.S. Pro Tri Team and Team Jersey Area Multi-Sport. Nathan will also continue to support athletes in their individuals goals by providing product to runners including [Lincoln Murdoch](#), [John Lacroix](#), Matthew Cusack, and Brian Boyle. So, as we celebrate the beginning of a new year, we look forward to supporting athletes from across the U.S. as they set out to redefine their humanly possible in various races and events all over the world.

INTERNATIONAL NOTES

Penguin Brands will be exhibiting at ISPO on Feb. 1-4 in booth B5-329. Make sure to stop by if you'll be at the show.

Order two dozen Sport-Wash 20 oz. bottles, and one dozen Fresh Twist, and receive a free Sport-Wash POP display and 12 Fresh Twist for the price of 9. Please contact Ryan Van Liew at rvanliew@penguinbrands.com /610-537-8850 or Chloe Johnson at cjohnson@penguinbrands.com / 610-537-8803 for more information.

PRESS



Penguin Brands' CEO Jon Reichlin was profiled in the Philadelphia Business Journal for the week of Dec. 19.

Nathan's Reflex was featured in the Dec. 16 issue of the Cleveland Plains Dealer.

Nathan's Storm was included in Aspen Peak Magazine's Winter Gift Guide.

The December Washington D.C. issue of MetroSports featured the Nathan Speed 3R in its holiday gift guide.

Penguin Sport-Wash was the featured promotional giveaway on the Runners' Lounge's online community web site for the month of December.

ATHLETE SPOTLIGHT



In 2009, Nathan will continue its sponsorship of Team Wasatch Speedgoats. Featuring several members, Nathan will supply the team with products ranging from handhelds to waistpacks, as each runner looks to take on a tough 2009 schedule. Pictured here is team member Monica Ochs, competing with a Nathan Thermal Quickdraw. To keep up with Team Wasatch Speedgoats, visit www.wasatchspeedgoat.com. For a complete list of Nathan-sponsored athletes, check out www.nathansports.com in February.

CSR FAQs

Q: What type of concerns do consumers call you about?

A: I receive many consumers call asking where they can buy more Nathan products that are not sold at their local running store. In addition to directing them to Shopatron, where consumers can find many Nathan products available online, I would also encourage our sales reps to check in with their retailers and make sure they are aware of our full product line. We can really provide one-stop shopping for athletes, not just in terms of hydration and reflective, but also accessories and multi-sport products. The more Nathan products a retailer knows about, the more they could order, and the happier consumers will be!

Sherisha Lawson is the CSR for the Midwest region and has been a Penguin Brands Inc. employee since 2006. She can be reached at slawson@penguinbrands.com or 610-537-8812.



FEATURED EVENTS

OUTDOOR RETAILER Winter Market will take place Jan. 22-25 in Salt Lake City, and Penguin Brands, Nathan, Sorbothane, and Tectron will be on full display in Booth 10043. Make sure to pick up the swag bag giveaway, which will include Penguin Sport-Wash.

Mark your calendars for OR Summer Market, which will take place July 21-24, 2009 in Salt Lake City. This date is earlier than in years' past, so keep that in mind as we move closer.

UPCOMING NATHAN-SPONSORED EVENTS

P.F. CHANG'S ROCK 'N' ROLL MARATHON	JAN. 18
ING MIAMI MARATHON	JAN. 25
SURF CITY HALF MARATHON	FEB. 1
CHUCKANUT 50K	MAR. 21
BOSTON MARATHON	APR. 20
FRESKIING WORLD TOUR	SPR. 09