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**ENDURANCE SPORT LEGENDS DESIGN, TEST NEW NATHAN
PERFORMANCE GEAR**

*Bryce Thatcher and Dana Miller Unveil New Paks and Bottles for Runners and
Endurance Athletes*

SHARON HILL, PA (April 25, 2005) – Endurance veterans Bryce Thatcher and Dana “Mud n’ Guts” Miller are once again teaming up in their quest for the perfect performance gear. They have joined Nathan Performance Gear in order to help endurance runners, athletes, hikers and outdoor enthusiasts get the most from their packs, hydration systems, bottles and other gear.

Thatcher now leads product design and development for Nathan, while Miller tests each product in the field. Together, they unveiled Nathan’s new 2005 Elite Series of hydration, nutrition and running paks, shipping to stores this week.

Thatcher and Miller have an 18-year relationship as a product development team and extreme endurance event partners. Since 1987, they’ve tested their bodies and products through epic mountain bike rides, ultramarathons and adventure races. Thatcher, 42, invented the bottle belt two decades ago and still holds the Grand Teton ascent-descent speed record, traversing 18 miles and 7000 vertical feet in 3 hours and 6 minutes. Miller, 53, is an ultramarathoner, triathlete and international adventure racer. A 5-time Wasatch 100 winner, Miller is about the toughest and most critical product tester around.

Together, the duo designed the new Nathan Elite Series to redefine the very notion of what is humanly possible for endurance athletes. Each Elite pak was designed for dual freedom: freedom of access and freedom of movement. Freedom of access enables the wearer to reach cargo and Hydration Bottles easily, without slowing down or shifting the pak. Freedom of movement keeps runners moving naturally, free from interference from the pak. Dual freedom helps keep proper hydration and nutrition up, while keeping times down.

Thatcher and Miller have created ground-breaking technologies for the Nathan Elite Series. The new 22- ounce Hydration Bottle makes carrying and drinking easy with a revolutionary finger loop and spring-loaded clip for quickly attaching to belts and backpacks. The bottle fits snugly inside the patent-pending XTS™ Cradle, which secures bottles but still allows for lightning-fast removal and replacement. Specially designed belts and clips minimize bounce, and low-profile, moisture wicking backing provides comfort and prevents chafing.

The Elite Series is now available through specialty running stores and catalogs, sporting goods stores – including Dick’s Sporting Goods – and online at www.NathanSports.com.

Over the last 20 years, Thatcher has helped revolutionize technology for endurance athletes. In the early days of the sport, Thatcher would often run with a backpack pushed down to his lower back, holding the straps to reduce the bounce. He would then have to untangle the straps every time he needed a drink.

“When I first ran Grand Teton, I did it with a jacket tied around my waist and a water bottle in my hand,” said Thatcher. “The new Nathan Elite Series gives runners and hikers much more freedom than I had then. Nutrition and hydration are critically important for even short trips; these paks make it easy and lightweight.”

When Nathan joined the Penguin Brands family in 2004, president and owner, Jon Reichlin, saw the need for cutting-edge running gear and knew that Thatcher and Miller were the design team to create it. A hardcore endurance athlete himself, Reichlin understood that new technologies could make the difference for thousands of others.

“Nobody understands the needs of the elite runner, ultra-marathoner, high-octane endurance athlete or outdoors adrenaline addict like Bryce and Dana,” said Reichlin. “Their years on the trails and on the roads have been bringing athletes product innovations for decades – the new Nathan Series is the next generation that extends the limits of human endurance. That’s also what makes these products great for runners of all levels.”

About Nathan Sports

Based in Sharon Hill, Pennsylvania, 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.

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Note to Editors: Product samples are available for review. Contact Megan Russell for Nathan catalogs or products at mrussell@penguinshoecare.com.