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NATHAN PERFORMANCE GEAR UNVEILS NEW PAKS DESIGNED FOR FEMALE ATHLETES

Nathan Women Series Inspired by the World's Premier Female Endurance Athletes

PHILADELPHIA, – Nathan™ Performance Gear has unveiled designs for the new Nathan Women Series, designed especially for female endurance athletes. Prototypes of the Muse, Pulse, Intensity and Stoker paks were introduced August 2006 through Nathan's Spring 2006 product catalog for retailers.

“The demand from the world's top female endurance athletes has been so strong, we actually accelerated our design and production timeline for the Nathan Women Series,” said Nathan president Jon Reichlin. “Performance gear for endurance athletes has to be designed down to the most excruciating detail. A minor irritation at mile five can be a show-stopping injury at mile 55.”

The Nathan Women Series will be available to consumers in spring 2006 through specialty running stores and online at www.nathansports.com. Nathan has begun taking orders from retailers and distributors for April delivery.

The Muse, Pulse, Intensity and Stoker paks have been designed and rigorously tested in the field by the world's leading female athletes. The Muse is a waist-pak designed to carry Nathan's unique Hydration Bottle and small essentials; its ergonomic, bounce-free design and canted waist-belt are specially fitted for a woman's hips. The Pulse shares the waist-pak design, but features a 1.5-liter hydration bladder and drink tube.

Intensity and Stoker are both larger paks specially designed to fit a woman's body. The Intensity, a race vest that eliminates the discomfort of a tight waistbelt, features a 2-liter hydration bladder and a 3-way Propulsion Harness™ to ease breathing and reduce diaphragm fatigue for hard-core female runners. For women on a more leisurely pace, the Stoker provides plenty of cargo storage, a music organizer pocket with headphone port and the Pure Bottle, a 1 liter Lexan® bottle.

Among other features unique to the Nathan Women Series, the waist-belts have been designed to fit the curves of a woman's hips. Female endurance athletes often find that unisex paks shift upward and rest on the stomach or abdomen, exacerbating the phenomenon known to runners as "sweet stomach." The new paks also feature less brand labeling and smaller storage compartments – changes specifically recommended by female athletes.

"In the past, I've just tightened the men's belts and cut off all the excess so it didn't flop around, but there is no substitute for a comfortable pack when you are running for 24 hours," said ultramarathoner and Nathan product tester Janice Anderson. "The Nathan Women Series keeps nutrition and hydration at hand and comfortably fits a woman's waist and hips."

Anderson and dozens of other female endurance athletes around the world will be wearing the new Nathan Women Series paks in races throughout the fall, winter and spring seasons, including Kalahari Augrabies Extreme Marathon in South Africa and the Wasatch 100 in Utah. Based on their recommendations, Nathan will then make final design adjustments before mass production in late 2005.

About Nathan Performance Gear

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 photos and 2006 catalogs are available upon request. Prototypes of product for editorial review will be available October and can be shipped upon request. Contact Megan Russell at mrussell@penguinbrands.com.