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**FROM NEAR DEATH TO KONA: “IRON HEART” AND NATHAN-SPONSORED
ATHLETE BRIAN BOYLE RELEASES MEMOIR DETAILING ROAD TO IRONMAN
WORLD CHAMPIONSHIP***Boyle recently finished NYC Marathon; will soon compete in first ultra marathon*

(SHARON HILL, Pa.) – **Brian Boyle**, a former state championship swimmer and body builder who suffered near-fatal injuries in 2004 as the result of a horrific car accident, only to recover and go on to compete in and finish the Ironman World Championship in 2007, has released a memoir detailing his road to recovery.

“**Iron Heart: The True Story of How I Came Back From the Dead**” recounts Boyle’s ups and downs, from his initial injuries, including 60 percent blood loss and a heart that was moved across his chest, to his first movements after emerging from a medically-induced two month coma, to the moment when he crossed the finish line in Kona, defying the medical odds of ever walking again.

“My dream, and what spurred me on through the hardest and most painful parts of recovery, was to cross that finish line at Kona,” says Boyle. “I needed to prove to myself that I could overcome the odds, the chances, and the injuries that I had suffered, and still lead the life I wanted.”

Nathan Performance Gear[™], an industry leader in hydration, reflective, and multi-sport gear and accessories, began sponsoring Boyle back in 2006, when he began training for the World Championships. As Boyle continues to tackle races, most recently competing in the Under Armour Baltimore Marathon, the ING New York City Marathon, the Marine Corps Marathon, and the SunTrust Richmond Marathon, Nathan will continue its sponsorship by providing Boyle with product, including his trusted favorite – the Speed 4.

“Brian is truly a unique and amazing athlete, and his story is one that demonstrates that anything is possible,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc. “We’ve been proud to support him throughout his journey, and look forward to seeing his name among the finishers of many more races to come.”

In addition to promoting his book, Boyle now has his sights set on the JFK 50 Mile, which will be his first ultra marathon.

“There are so many people out there facing adversity or trying to overcome the odds,” says Boyle. “I hope that by sharing my memoir, I can inspire other people or athletes also facing adversity to never give up, no matter what the odds.”

Boyle’s book was released on Oct. 1 and is available at Amazon.com. For more information about Boyle, visit www.iron-heart.org.

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About Nathan Performance Gear

Based in Sharon Hill, Pa., 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.