

FOR IMMEDIATE RELEASE

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**NATHAN PERFORMANCE GEARTM ANNOUNCES 2010 SPONSORSHIP
OF RAGNAR RELAY SERIES**

Will serve as official hydration and reflective sponsor of 10-event, 24-hour relay series

(SHARON HILL, Pa.) – **Nathan Performance GearTM**, a leader in hydration, reflective, and multisport gear and accessories, today announced that it will serve as the 2010 official reflective and hydration sponsor of the Ragnar Relay Series. Nathan will provide both in-kind and co-branded reflective and hydration products to Ragnar, the nation’s largest series of relay races.

The sponsorship will also be a collaborative effort between both Nathan and Ragnar, focusing on a comprehensive plan of marketing, advertising, in-store events at retailers like REI, and consumer outreach designed to maximize exposure and participation for the 10 events planned nationwide in 2010.

“A partnership between Nathan and Ragnar really made sense to us given that we both place an enormous emphasis on the importance of athletes wearing reflective, and helping athletes to ‘redefine their humanly possible’, which, in this case, is competing in teams of 12 in a 24-hour relay,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., of which Nathan is a subsidiary. “We’re happy to support any organization that gets people moving, and places an emphasis on engaging in a fun, safe activity.”

“What also drew us to Ragnar is that any type of athlete – a novice jogger, an elite runner, a weekend warrior - can compete. That type of inclusivity is something we work hard to ensure our product lines has – products for the first-time runner to the elite ultra runner,” Russell continues.

During the relay, which features teams of 12 competing in a 200-mile, 24-hour trek, each team member runs three legs, each leg ranging between three to eight miles, and varying in difficulty. The use of a reflective vest is mandatory for each team member when running a leg of the relay, as well as the team member set to begin running the very next leg, meaning no team member is ever on the course without a reflective vest.

“We’re excited to have Nathan join the Ragnar Relay Series,” says Dan Hill, Ragnar founder. “These relays are such exciting and one-of-a-kind events that really promote teamwork, fun, and setting your mind to do something that maybe at first seemed impossible, and I think the Nathan brand and its products fit in perfectly with the series’ vibe.”

For the 2010 season, Ragnar participants will be able to fulfill the event reflective requirements by purchasing a co-branded Ragnar and Nathan vest, modeled after Nathan’s existing L.E.D Runner’s Vest. Ragnar will also be offering co-branded stainless steel BPA-free flip-straw bottles, modeled after Nathan’s existing stainless steel bottles. Both products, as well as an assortment of Nathan hydration and reflective products, will be available to purchase both on Ragnar’s website as well as at each event in Nathan’s hydration and reflective merchandise tents.

“We’re looking forward to a great 2010 with Ragnar,” says Russell. “By aligning ourselves with such a like-minded organization, we really hope to increase the education and awareness of the importance of running with reflective during both training and competition, all while supporting an event series that is challenging, fun, exciting, and unique.”

The first 2010 event, Ragnar Del Sol, takes place in Arizona beginning Feb. 26. For a complete list of the 2010 Ragnar Relay Series, visit www.ragnarrelay.com.

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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.