

FOR IMMEDIATE RELEASE

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Contact:

Ellen Cassidy

Penguin Brands, Inc.

(610) 537-8828

ecassidy@penguinbrands.com

SAVING IN THE LONG RUN: CUT DOWN ON COSTS BY RUNNING SMART

Nathan recommends five products for under \$75 total to help runners save big bucks

(SHARON HILL, Pa.) – The economy may still be taking its toll on everything from jobs to the auto industry, but at least one activity remains strong. According to a May 2009 press release by the National Sporting Goods Association, running/jogging showed the highest participation growth rate in 2008 among sports and recreation activities with 10 million or more participants, jumping 18.2 percent to 35.9 million participants. Although traditionally running used to require little more than a pair of sneakers, these days running smartly and safely can not only increase an athlete’s performance, it can save big bucks.

Nathan Performance GearTM specializes in hydration and reflective gear and accessories for runners and triathletes, and continues to introduce new products that not only help athletes run safer, but meet needs ranging from small storage paks to sophisticated hydration systems.

“While running doesn’t necessarily have the equipment needs that other sports have, it can still be an expensive proposition between buying high-performance running shoes, technical apparel, and hydration and reflective accessories,” says Megan Russell, vice president of marketing and sales for Penguin Brands, Inc., of which Nathan is a subsidiary. “However, by spending a little extra money up front to safeguard against injuries and protect high-performance clothes and accessories, runners can end up saving big for the long term and enjoy running for life.”

Nathan recommends following these tips for big savings in the long run:

- Running with a knee or ankle injury hurts. Paying to get that injury corrected can hurt even more. Insoles, such as **Sorbothane’s UltraSoleTM** insoles, can help reduce injuries, and the costs associated with fixing these injuries, caused by low shock absorption. With an enhanced profile that contours to all foot shapes, UltraSole insoles absorb up to 94.7 percent of impact shock, and a polyethylene foam layer provides stability and comfort along the entire foot. MSRP \$26.

- Can't get the stink out of some of your favorite – and priciest – running shirts and shorts? Before pitching those clothes into the trash and opting to buy new ones, try **Penguin Sport-Wash**, a readily-biodegradable detergent that keeps high tech fabrics working – and smelling – like new. Unlike conventional detergents, Penguin Sport-Wash rinses completely, leaves no residues that can reduce the effectiveness of technical fabrics, is safe for the environment, and works with high-efficiency washers. MSRP \$10.
- Save money and the environment! Reusable water bottles, such as **Nathan's QuickDraw Plus**, not only save money that would have been spent on continuous purchases of disposable water bottles, but they help cut down on some of the 38 billion disposable water bottles that end up in landfills each year. Nathan's QuickDraw Plus is a 22 ounce handheld that includes a storage pocket for a phone, keys, ID, or any little extras for your run. MSRP \$18.
- Recovering from injuries sustained on the road by cars is not only costly and painful, but it can be fatal. Road warriors take note: Using reflective products, such as **Nathan's Reflex bands**, instantly adds safety by increasing visibility, so that drivers can detect and react to runners and cyclists on the road. MSRP \$10 (for two-pack).
- Don't lose your keys, ID, credit card, cell phone, or anything else at the gym or on the road anymore. Paks and storage pockets, such as **Nathan's Wrist Runner**, provide space for the essentials, preventing headaches and costly fees associated with replacing lost items, not to mention peace of mind that your belongings stay with you, and not in the hands of an opportunist. MSRP \$7.

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About Penguin Brands, Inc.

Located in Sharon Hill, Pa., Penguin Brands, Inc. is the parent company of Penguin Shoe Care, Nathan Performance Gear™, Sorbothane® Performance Insoles, Penguin Apparel Care, Tectron® Fabric Treatments, Fetish Shoe Care, NewRide® Shoe Care, and the official licensee of Ironman® Reflective and Hydration Gear.

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.

About Sorbothane Performance Insoles

Before Sorbothane introduced the concept of insoles in the 70s, runners hadn't thought to put anything in their shoes other than their feet. But once they discovered the health and comfort benefits that 94.7% shock-absorption delivered, runners were hooked. Today, in answer to the growing demand for ever-more specialized insoles, Sorbothane continues to develop superior technologies that enable all sports enthusiasts to do what they love to do, longer.