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CANADIAN
Running

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MAGAZINE CANADA

NATHAN RECRUITS CANADIAN AMATEUR ATHLETES AND HELPS THEM IN REDEFINING THEIR OWN NOTION OF HUMANLY POSSIBLE

For immediate release

Montreal, QC, December 15th, 2008 – NATHAN, distributed in Canada by In-Sport Fashions Inc., is proud to announce the launch of its second annual amateur athlete recruitment campaign, in partnership with **SUGOI, END, GU SPORTS, CANADIAN RUNNING MAGAZINE** and **TRIATHLON MAGAZINE CANADA**, and invites Canadians to send their application.

NATHAN hydration, reflective products and accessories are designed by and for elite athletes, and for athletes of all levels. NATHAN is committed to supporting people who have goals and the will to achieve them, no matter how impossible they may seem, and to helping them in redefining their own notion of “humanly possible”.

From January 1st to March 31st 2009, NATHAN will look for **10 Canadian individual amateur athletes** across Canada, men and women, in sports such as **road running, trail running, duathlon** or **triathlon** to join the **2009 NATHAN CANADA TEAM**.

People who have a personal goal (it can be running a first 10K, beating a half-marathon PB, running a marathon under 4 hours or qualifying for Boston, moving from road to trail running, trying a tri, completing an Olympic distance duathlon or doing an Ironman...), a character, a dedication, a conviction, a story, a message to share and a unique approach to the sport or to the objective they want to reach; inspired people who can inspire others are invited to apply. Even if having won a race or having personal records are great accomplishments it won't be of first importance in the selection process.

As an example, in 2008, NATHAN and its partners helped the following athletes:

Jim Eso (48, Surrey, BC) – “Being selected to the Nathan Canada team has been a great experience for me. In having access to great products and advice, being part of a recognized team of competitors was a huge motivator for me to persevere to meet my targets. I have successfully set new personal best times in the 10K, the half marathon and the full marathon in the last 4 months and am well on my way to meeting my goal of qualifying for the Boston Marathon. I especially like the fact that this team is based on finding athletes who set personal goals and who compete regularly in a variety of races across Canada. We may not be the age group winners in every event, but we represent the vast majority of runners and triathletes who are out competing week after week for enjoyment, health, a sense of community and a desire to test the limits of our own ability. Thanks to everyone for letting me be a part of the team.”

Lisa Leskien (27, Cambridge, ON) – “The Nathan Canada Team sponsorship has been a very positive experience for me. In February, thought I would apply and see what happened. I used the application for the Nathan Canada Team to write my goal of trying a 50 mile ultra. I had kept that goal inside, because I was afraid to try something so long. I really wasn't sure if I could do it, but I was willing to try. I raced in my first 50 mile ultra wearing the Team Nathan Canada uniform. The race was difficult, but I did really well. I surprised myself. I realized that I could run that long. It was an even better feeling sharing that feeling with the people at Nathan and the other Nathan Canada Team members. Since that 50 mile race, I ran a 12 hour ultra where I almost won the overall title (1 minute behind the overall men's winner). It

was the National 12 hour championships, so I won the woman's title. It was amazing. I really felt like an ultra runner. Now my goals have changed from finishing the 50 mile race to running for Canada in the 50 mile. I hope that in the near future I can wear a Team Canada Uniform in a world cup 50 mile trail race. It all started with the Nathan Canada Team and the courage to try something new."

In 2009, candidates selected as members of the NATHAN CANADA TEAM will:

- **get free NATHAN products and accessories**
- **get a free SUGOI running or triathlon technical outfit**
- **get a free pair of END road or trail running shoes and sandals**
- **get free GU energy gels and sport drinks**
- **get a free one year subscription to Canadian Running and/or Triathlon Magazine Canada**
- **have up to \$250 of training clinics costs and sporting events registration fees paid**
- have the chance to be part of a great team with local and national recognition
- feel the satisfaction of challenging themselves during the season and hopefully achieve their goal

Candidates can find detailed information on the NATHAN CANADA TEAM recruitment campaign on www.NathanSports.ca/Team and can send their application (letter, bio, pictures, etc.) to marketing@insport.ca before March 31st 2009.

About NATHAN

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 terrain they constantly strive to conquer. NATHAN's hydration and nutrition systems, running paks, accessories and reflective gear are all engineered for the impossible.

www.NathanSports.ca

About SUGOI

SUGOI's soul lies within the walls of our Vancouver British Columbia headquarters, where a large portion of products are made with passion by people who love your sport as much as you do. The word SUGOI is a Japanese term for "Incredible." For 20 years, we've been working diligently to make sure that our products, our people, and our organization live up to our name. From our humble basement beginnings, SUGOI products are now used worldwide by runners, cyclists, triathletes and fitness enthusiasts who demand the best apparel available. (www.SUGOI.com)

About END

END was born out of the idea that better design through problem solving is the next step in making greener gear for the outdoor athlete. END will question every seam, every stitch, every material and every step in the manufacturing process. They will incorporate sustainable materials that can withstand the rigor our outdoor athletes require whenever possible and will be transparent in disclosing if they can't find or use sustainable materials in a stitch, seam, yard or fabric due to cost, availability or durability. They will work with their factory partners to make their manufacturing process greener by simplifying the construction process and reducing complex parts. They will measure their success by seasons. The day will come when they are creating and manufacturing 100% Environmentally Neutral Designs, products that they can tell you to throw into your compost pile when used up. That will be a good day for all of us, a day they can then say they have reached END. (www.ENDfootwear.ca)

About GU SPORTS

GU SPORTS (Sports Street Marketing) founded in Berkeley, CA, in the early 90's by Dr William Vaughan has always had one mission: provide athletes the best exercise specific nutrition products available. After formulating the world's first energy bar, which turned out not to work for athletes in that a bar, due to it's high level of fat, fiber and protein, shuts down the system for 45 minutes or so while the body digests all those useless-to-athletes ingredients, Dr. Vaughan began experimenting with carbohydrates in gel form in the late 80's. Because gels did not require any ingredients for solidity (fat, fiber, and protein) they could transport energy to working muscles within minutes without any stomach distress: The perfect "food" for athletes during workouts, training and racing was invented. GU uses quality ingredients like Belgian chocolate and real bourbon vanilla bean to improve the flavour of GU gels. GU uses 85% maltodextrin which is a long chain carbohydrate that sustains energy and is easy on the stomach. Branch chain amino acids help our bodies recover from a hard workout. GU contains the most branch chain amino acids of all the gels available. In 2007 hundreds of thousands of athlete around the world thank Dr. Vaughan everyday as they take a GU and head out the door for a run, a ride, a gym workout, a 10k or an Ironman. (www.GuSports.com)

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About CANADIAN RUNNING MAGAZINE

Canadian Running Magazine is the first and only running magazine published in Canada and addresses all of the issues important to Canadian runners. Canadian Running Magazine has seasonal fitness tips for runners of all abilities, but especially for beginner and intermediate runners, diet and nutrition information, in-depth features on successful and inspiring runners, descriptions of the best runs in communities across Canada and expert reviews of all the latest footwear, fashion and accessories for runners. (www.RunningMagazine.ca)

About TRIATHLON MAGAZINE CANADA

Triathlon Magazine Canada reaches the fitness-conscious participants of one of the fastest growing and most exciting sports today. It profiles triathlon's incredible people, events, gear and training. Their features probe the issues at the heart of the sport. Triathlon Magazine Canada is illustrated throughout with the world's best triathlon photography. Triathlon Magazine Canada is the most contemporary, attractive and authoritative voice in the sport today. (www.TriathlonMagazine.ca)