

Press Release
nuun – New Format, New Flavors, New Choice

For Immediate Release

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portable electrolyte hydration

Seattle, Washington (March 27, 2006) – What does nuun* & Company know about hydration? As a company comprised of competitive cyclists, rock climbers and triathletes, nuun knows plenty. This Seattle start-up provides a unique, portable electrolyte hydration solution to individuals with active lifestyles. A hit with triathletes and adventure racers since its launch in 2004, nuun is now available in 3 flavor choices: the original Lemon+Lime, and now for the first time, new Tri-Berry and Citrus Fruit. All three hit the shelves in time for spring training, April 2006.

nuun is optimal hydration made easy. nuun takes a back-to-basics approach to hydration: simple, sugar free, soluble tabs stored within a portable tube. And now, with the new format, there's more bang for your buck because instead of the original, less concentrated 16 tabs, each compact tube now contains 12 tabs; supplying 1.5 gallons of electrolyte hydration. That's enough to keep you out there doing what you're doing with a minimum of fuss. Now you only need to drop one tab instead of two in your water bottle... by the time you've tied your laces or put on your pack, you've got a complex electrolyte drink that recharges your mind and body. nuun's flavors are light and refreshing. The low acidity reduces stomach irritation and the hypotonic solution is more efficiently absorbed than water alone or most sports drinks on the market.

The active lifestyle has expanded to include a wide variety of sports and activities, varying in intensity and endurance. nuun has kept pace with this growth and continues to address the needs of today's athletes, no matter what sport, activity, intensity, or distance. Despite a barrage of products in the sports nutrition market, most other hydration products have not measured up. Bulky, ready-made, sugary products have questionable benefits, powders are messy and difficult to use, and plain water is good, but sub-optimal. Hydration is not only key to optimal performance in sports, but to healthy, everyday living. This is one of nuun's guiding principles, and the reason this hydration tool has been so well received in the active lifestyle markets.

As more athletes discovered nuun and word got around of its benefits, the testimonials have poured in. "We were so excited to find this product," shares Cyril Jay-Rayon, Captain of Team DART, an elite adventure racing team. "As Adventure Racers, we have been struggling with digestion and cramping during long races. I love the taste. Instead of sweet, the salt is what we crave. This product is amazing!"

about nuun & company

nuun was the brainchild of a student and professor from the Tuck School, Dartmouth College's business program. New England was great for fall cycling, but the two became frustrated in their search for an electrolyte hydration solution to use in remote places. They longed for a lightweight, easily dissolvable product that was free of carbohydrates. Dissatisfied by pre-made and powdered options on the market, they set about developing

*pronounced "noon"

their own solution. The answer came in the form of a simple tablet that would come to be known as "nuun". Fast forward a couple years, and nuun is pioneering portable electrolyte hydration for athletes and those with active lifestyles. Just drop a nuun tab in your water bottle whether running, cycling, hiking, adventure racing, kayaking, golfing, or traveling, and store the tube in your jersey pocket or pack. nuun turns every water fountain into a source of optimal, balanced hydration. Each tube contains 12 tabs, weighs less than 2 oz., and provides up to 1.5 gallons of hydration. With an MSRP of \$6.50, nuun can be purchased online and is stocked in over 150 stores throughout the US, Canada, UK, Australia and New Zealand. Learn more at www.nuun.com

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