



INTRODUCING NEW IRONMAN PERFORM™: A serious sports drink specifically developed by the sports nutrition experts at PowerBar®. Designed to enhance performance, keep you hydrated and help you push your limits when you need maximum energy delivery¹ and cramp-crushing electrolytes.²

FOR: Athletes who take part in intense workouts, or who exercise in the heat or humidity and experience significant fluid and electrolyte loss, demand a sports drink made with ingredients designed to improve performance benefits. Ironman PERFORM features PowerBar® C2MAX blend, a research-supported high- octane carbohydrate blend found to deliver 20 to 50 percent more energy to muscles and improve endurance performance by 8 percent.³

Ideal for use before and during high-intensity exercise and competition, new Ironman PERFORM sports drink delivers the thirst-quenching fluids, carbohydrates and key electrolytes athletes need to stay hydrated and fueled to help reach their full potential.

WHY NEW IRONMAN PERFORM?: Features unique 2:1 glucose to fructose optimized carbohydrate blend based on groundbreaking research published in the February 2008 issue of *Medicine and Science in Sport and Exercise* and ongoing carbohydrate oxidation field trials conducted through the Nestle Research Center. The 2:1 blend has been shown to help athletes perform better, increase fluid delivery and experience less perceived exertion following exercise compared to glucose alone. Ironman PERFORM sports drink also delivers essential electrolytes, including 190 mg of sodium per serving, to help replenish what athletes lose in sweat and help avoid skeletal muscle cramps and dehydration.

KEY FEATURES: Light, great-tasting flavors help encourage athletes to maximize fluid consumption during exercise. Each 8-fluid ounce serving includes:

- 17 grams of carbohydrates in proprietary glucose to fructose blend found to improve endurance performance by 8 percent
- 190 mg sodium, a key electrolyte lost in sweat that is associated with muscle cramping in some athletes
- 70 calories
- Made with natural flavors and without the use of high fructose corn syrup
- Available in 20-fluid-ounce bottles designed to fit securely in the bottle holders on road, mountain and spin bikes

FLAVORS⁴: *Lemon-Lime, Orange Mango and Mixed Berry*

AVAILABILITY: June 1, 2010 via powerbar.com, shopironman.com and specialty sports retail outlets.

SUGGESTED RETAIL PRICE: Approximately \$1.49 per 20 fl. oz. bottle. Prices may vary by retailer.

PERFORMANCE SCIENCE^{3, 5-6,}

- Athletes can store only a limited amount of carbohydrates in their bodies which are depleted during endurance exercise
- A fast and sustained energy delivery to athletes' muscles helps preserve these precious carbohydrate stores to delay fatigue
- Ironman PERFORM sports drink delivers leading edge muscle fueling via unique 2:1 glucose to fructose carbohydrate blend shown in studies to deliver 20–50% more energy to muscles than glucose alone
- Fructose and glucose have their own separate transport systems: one allows glucose to be absorbed, and the other allows fructose to be absorbed
- Two transport systems increase the total rate of carbohydrate absorption, which leads to more carbohydrate available to be burned as muscle fuel
- For long-duration, all-out efforts, take advantage of the extra energy provided by the high octane energy blend in new Ironman PERFORM sports drink

HYDRATION SCIENCE^{5, 6}

- Dehydration is the single largest contributor to fatigue when training or competing. Sweating is a crucial mechanism for thermoregulation, or ridding your body of heat, but it causes you to lose the very same fluids and the electrolyte sodium you need to remain hydrated.
- Sodium helps maintain your drive to continue drinking fluids when exercising, and helps you retain the fluid consumed, which is crucial to meeting your fluid needs.
- To stay hydrated during exercise, it is the recommendation of the *American College of Sports Medicine* that athletes consume fluids at a rate that closely matches their sweat rate. You can use the handy sweat rate calculator at www.powerbar.com/src to help you determine your sweat rate.

Hydration Guidelines^{5, 6}

Sweat rates vary greatly, and hydration strategies need to be developed through trial and error, and practiced before being implemented for competition. Use these guidelines as a starting point and formulate the plan that works best for you.

BEFORE EXERCISE: Start every workout well hydrated and fueled.

- 2-3 hours before exercise: drink about 2 to 3 cups of sports drink or water
- 10-15 minutes before, drink another cup of fluids -- about eight swallows or gulps

DURING EXERCISE: Stay hydrated and fueled.

- Avoid losing more than 2% of your body weight by drinking at least 2 to 3 cups of water or sports drink per hour of exercise
- Drink a sports drink with sodium, like new Ironman PERFORM, when exercising for more than an hour or any time it is hot or humid

IRONMAN/POWERBAR PARTNERSHIP: The Ironman Triathlon, consisting of a 2.4-mile swim, a 112-mile bike and a 26.2 mile run, is regarded as the world's most challenging endurance event and symbolizes passion, performance and determination. PowerBar[®] is supported by Nestlé's worldwide leadership in nutrition science and has fueled thousands of world-class endurance athletes through to the finish line during intense training and competition.

New Ironman PERFORM will be the official sports drink for the following events in 2010: Amica Ironman 70.3 Rhode Island, Ironman 70.3 Racine, Rohto Ironman 70.3 Miami, Ford Ironman Lake Placid, Ford Ironman Louisville, Ford Ironman Wisconsin, Ford Ironman Florida and Ford Ironman Arizona. Additionally, both the 2010 Ford Ironman World Championship and Foster Grant Ironman World Championship 70.3 events will include Ironman PERFORM on-course, and the product will be on course at upcoming Aflac Iron Girl events throughout the 2010 season.

¹ Formulated with C2MAX, a 2:1 glucose to fructose blend found to deliver 20-50% more energy to muscles than glucose alone and improve endurance performance by 8%. For more information go to www.powerbar.com

² Contains 190 mg sodium per 240 ml, a key electrolyte lost in sweat that is associated with muscle cramping in some athletes

³ Currel K, Jeukendrup A. Superior endurance performance with ingestion of multiple transportable carbohydrates. *Med Sci Sports Exerc* 2008; 40:275-281. For study details visit PowerBar.com

⁴ Naturally flavored with other natural flavors.

⁵ American Dietetic Association; Dietitians of Canada; American College of Sports Medicine, Rodriguez NR, DiMarco NM, Langley S. American College of Sports Medicine position stand. Nutrition and athletic performance. *Med Sci Sports Exerc* 2009;41:709-731.

⁶ American College of Sports Medicine, Sawka MN, Burke LM, Eichner ER, Maughan RJ, Montain SJ, Stachenfeld NS. American College of Sports Medicine position stand. Exercise and fluid replacement. *Med Sci Sports Exerc* 2007;39:377-390.