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Krampade and Tucker Poolman enter into a long-term endorsement agreement

LINCOLN, Nebraska, May 23, 2017 Krampade, LLC, a Lincoln-based company focused on electrolyte replacement to mitigate cramps and to enhance performance, announces that it has reached a long-term endorsement agreement with Mr. Tucker Poolman, a former University of North Dakota standout defenseman who recently signed a professional contract with the Winnipeg Jets of the National Hockey League.

“It’s a great day as we have been patiently waiting for Tucker’s transition from the collegiate to professional hockey ranks in order to complete this endorsement agreement. His presence will help us continue building our brand identity in a very competitive sports drink market, especially in ice hockey” says Eric J. Murphy, CEO.

“Krampade’s North Dakota roots run very deep and our association with men’s ice hockey at UND is a Cinderella-like story waiting to be told. This agreement with Tucker is special because he was one of the original Krampade users at the University of North Dakota during the historic 2015-2016 NCAA DI national championship year,” he said.

More importantly, “Tucker is a very articulate, well-educated young man of high character, clearly the type of athlete with whom Krampade wants to establish a long-term relationship. While it took a lot of patience to wait for him to finish his NCAA career, clearly it was worth the wait”, said Murphy.

“I am very excited to be a part of the Krampade team. I have used this product line every day during the hockey season since the middle of the 2015-2016 season and it stopped my cramping during games since I started using it. Krampade also helps my post-game recovery and stopped my cramping issues that plagued me after playing. Nights of waking up with cramps after competing just vanished,” said Poolman.

“Fundamentally, what sets Krampade apart from the other products in the market place is that we are focused on rapidly replenishing potassium to reduce the occurrence of cramps while at the same time enhancing and maintaining a high level of athletic performance. As we move forward, we will continue to emphasize that we are a product line that functions as an anti-cramping drink as well as a sports drink,” says Murphy. “The beauty of our product line is the depth and breadth of our consumer base, which translates into helping a lot of people resolve their issues with cramping in an effective, cost-efficient manner.”

Krampade, LLC, is a Lincoln, Nebraska-based company focused on mitigating and preventing cramp formation, while enhancing performance using our patent-pending formulation. Their website is at www.krampade.com. The financial details of this agreement were not disclosed.