



NORTH AMERICAN HOCKEY LEAGUE

MEDIA RELEASE

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NAHL announces partnership with Krampade

Krampade named Official Performance Drink of the NAHL, NA3HL, and NAPHL

FRISCO, TEXAS – The North American Hockey League (NAHL) has announced that it has partnered with Krampade to be the official performance drink of the NAHL, NA3HL, and NAPHL. Krampade, LLC, is a Lincoln, Nebraska-based company focused on electrolyte replacement to mitigate cramps and to enhance athletic performance. With this partnership, Krampade will be available on a league-wide basis to teams and players.

“We are honored to be named the Official Sports Drink of the North American Hockey League (NAHL) and using this affiliation to continue to expand our presence in ice hockey. The NAHL is one of the top leagues in junior hockey and combined with their affiliate leagues, the NA3HL and NAPHL, encompasses 120 teams and 2,500+ athletes across the United States. Certainly, this partnership will help us continue building our brand identity in a very competitive sports drink market, especially in ice hockey,” said Eric J. Murphy, CEO of Krampade.

The beauty of Krampade® is the depth and breadth of its consumer base, which translates into helping a lot of people resolve their issues with cramping in an effective, cost-efficient manner. Krampade is a unique formulation of electrolytes that rapidly stops acute cramping generally in less than a minute and when used daily helps prevent chronic muscle cramping. The formulation has a form of potassium that is quickly absorbed when it is consumed. Daily use of the lower dose formulations will prevent the onset of chronic cramping and when cramps do occur, the high dose formulation quickly resolves acute cramping. Learn more at www.krampade.com.

“This partnership with Krampade is a perfect fit because of the high level of competition that our players go through on a daily basis,” said **Alex Kyrias**, Director of Communications, Marketing and Sales for the NAHL. “Krampade is a product that has proven to help athletes and serves a dual functionality as both an anti-cramping drink as well as a sports performance drink. We are excited to help grow their brand and company using our leagues as a performance training ground.”

“These young men have worked hard to move into the NAHL and are looking to continue to develop their skill set to use the NAHL as a springboard up the hockey development ladder. Just like our presence in college and professional hockey, we are excited to give these players the advantages that accompany using our products, continued Murphy. “This is a great opportunity to get our product lines in the hands of more elite players and in a well-established league.”

One of Krampade’s spokes persons, is former NAHL’er 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. Poolman played in the NAHL during the 2011-12 season. “Krampade 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.

“What sets Krampade® apart from the other products is the science behind the development of Krampade®. We brought together our collective backgrounds in the sciences and athletics to develop our product lines,” said Murphy. “We have a close association with collegiate hockey and by our new affiliation with the NAHL we demonstrate that we’re committed to enhancing and maintaining a player’s high level of athletic performance on the ice to give them an even better opportunity for success when taking that next step in their career.”

About the NAHL

The NAHL, the only USA Hockey-sanctioned Tier II Junior league boasting 24 teams from across North America, prides itself on the social maturity and skill development of student-athletes ages 16-20 with aspirations of advancing to collegiate and/or professional hockey. During the 2016-17 season, the NAHL set a new single-season record with 305 NCAA commitments, 70% of which were NCAA Division I commitments. In addition, three NAHL players that played in the league this past season were selected in the 2017 NHL Entry Draft.