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## **Krampade and Zane McIntyre enter into a long-term endorsement agreement**

**LINCOLN, Nebraska, July 25, 2017** Krampade, LLC, a Lincoln-based company focused on electrolyte replacement to mitigate cramps and to enhance athletic performance, announces it has reached a long-term endorsement agreement with Mr. Zane McIntyre, a former University of North Dakota standout goaltender who plays professionally with the Providence Bruins and with the Boston Bruins this last season.

“We’re really excited to add Zane as one of our endorsers. He was an absolute stand out goalie while at UND and was highly honored during his collegiate career. This culminated in his receiving the Richter award after his junior season demonstrating his skill as a goalie. He has posted some really great numbers with Providence of the American Hockey League the last two years and this year played in eight games for the Boston Bruins. There is no doubt that his presence will help us continue building our brand identity in a very competitive sports drink market, especially in ice hockey” said 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 Zane is our first with a player who has NHL game experience and who has embraced our products on the ice to help him play at a higher level,” he said.

More importantly, “Zane is a very driven young man of high character and excelled on the ice and in the classroom, clearly the type of athlete with whom Krampade wants to establish a long-term relationship. Although Zane was one of the players we wanted to sign early on in our selection process, this really was solidified in June when we learned that he used the Krampade product line this year while playing in Providence. Once we heard about his use, we wanted to bring him on board right away”, said Murphy.

“Throughout my entire hockey career, I have always had a difficult time with cramping during games, practice, and workouts. I basically tried everything out there. It wasn’t until last season that I found something that worked, and that something was Krampade. I was first introduced to this product by my previous strength and conditioning coach at the University of North Dakota, Mark Poolman. Mark had given me a product that was essential for my success last year by helping me reach my potential during competition and training. When I used Krampade I was no longer cramping, and furthermore, I was more rejuvenated and recovered more easily because of what Krampade offers to any athlete. I contribute a lot of my success to not only the people who help me on the ice and in the gym when I’m training, but also the

products that I need to perform at a high level. Krampade is a must for any athlete who seeks to replenish the important nutrients lost during competition, recover more easily, reach their potential daily, and perform at a higher level than ever before,” said McIntyre.

“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](http://www.krampade.com). The financial details of this agreement were not disclosed.