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Krampade and Cameron Johnson enter into a long-term endorsement agreement

GRAND FORKS, North Dakota, October 10, 2018 Krampade, LLC, is a company based in Lincoln, Nebraska with manufacturing and logistical operations in Grand Forks, North Dakota. Krampade is focused on electrolyte replacement to mitigate cramps and to enhance performance, announces that it has reached a long-term endorsement agreement with Mr. Cameron Johnson, a former University of North Dakota standout goaltender who recently signed a one year entry level contract with the New Jersey Devils of the National Hockey League.

“We reached out to Cameron after the season as we had been patiently waiting for Cameron’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 Cameron 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, “Cameron is a special player who overcame challenges to be a NCAA Division I goalie. His career at UND was stellar and he demonstrates extreme patience in the net. It was a pleasure to watch him develop and excel as a goalie at the collegiate level and I am sure that will continue at the professional level. Further, he is a young man of high character who has also excelled in the classroom, 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, it was worth the wait”, said Murphy.

“I have loved Krampade since day one. I truly believe in this product and am thrilled to now be a part of the company. I struggled big time with cramps during games and this product saved me. Krampade is my savior”, said Johnson.

“Fundamentally, what sets Krampade apart from the other products in the market place is that we are focused on complete electrolyte replacement by 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 with warehouse and manufacturing operations in Grand Forks, ND, which is 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.