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Krampade and Christian Wolanin enter into a long-term endorsement agreement

GRAND FORKS, North Dakota, September 27, 2018 Krampade, LLC, is company based in Lincoln, Nebraska with manufacturing and logistical operations based in Grand Forks, North Dakota. Krampade is focused on electrolyte replacement to mitigate cramps and to enhance performance, announces that it is has reached a long-term endorsement agreement with Mr. Christian Wolanin, a former University of North Dakota standout defenseman who recently signed a two year entry level contract with the Ottawa Senators of the National Hockey League.

“We reached out to Christian after the season as we had been patiently waiting for his 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 Christian 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, “Christian is a winger turned into a defenseman during his midget days while playing with the Little Caesars. He showed perseverance by sticking with his new position on the ice and ultimately it was his elite skating ability that attracted the attention of UND. This provides him a unique ability to be an offensive-minded defenseman with extraordinary vision of the ice. He is a well-grounded young man who displays a high level of character and has also excelled in the classroom. He is clearly the type of athlete with whom Krampade wants to establish a long-term relationship. “His sense of humor and my own really sort of gelled as we were negotiating with Christian over this summer. While it took a lot of patience to wait for him to join the Krampade family, it was clearly worth the wait”, said Murphy.

“Krampade is my drink of choice to keep me going and playing my full potential,” said Wolanin.

“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 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.