



Gatorade Endurance Formula™

PRODUCT DESCRIPTION:

Gatorade Endurance Formula® is a specialized sports drink with approximately twice the sodium (200 mg) of Gatorade® Thirst Quencher designed to meet the needs of athletes **during their long-distance trainings and competitions** when fluid and electrolyte losses become substantial.

AVAILABILITY:

Gatorade Endurance Formula is available in a 34 oz bottle and 24 oz ergonomically-designed sports bottle at grocery, convenience and mass merchants nationwide. Gatorade Endurance Formula is also available in a 50.2 oz instant mix container at select athletic specialty stores around the country as well as for purchase online at www.gatorade.com.

Gatorade Endurance Formula will be served on-course throughout the nation in 2006 at endurance events that have a relationship with Gatorade, including the Boston Marathon, ING New York City Marathon and the Accenture Chicago Triathlon. For a full list of races, visit www.gatorade.com/endurance.

FLAVOR:

- ◆ Lemon-Lime (ready-to-drink and powder)
- ◆ Orange (ready-to-drink)

SUGGESTED RETAIL PRICE:

- ◆ 24 oz sports bottle for approx. \$1.49
- ◆ 34 oz bottle for approx. \$1.69
- ◆ 50.2 oz container for \$24.99 (makes 88 eight-ounce servings)

NUTRITIONAL INFORMATION:

- ◆ Gatorade Endurance Formula contains a specialized five-electrolyte blend, **including nearly twice the sodium (200 mg)** of Gatorade Thirst Quencher, as well as chloride, potassium, calcium and magnesium, to more fully replace what endurance athletes lose in sweat when fluid and electrolyte losses become significant.
- ◆ Like Gatorade Thirst Quencher, Gatorade Endurance Formula contains a scientifically balanced 6% carbohydrate blend (14 grams/8 oz) that helps speed fluid absorption in the body and fuel working muscles.
- ◆ Non-carbonated and caffeine-free.

BACKGROUND:

- ◆ Research shows that athletes at different levels of competition often have different hydration needs.
- ◆ When the activity is prolonged or very intense, fluid and electrolyte losses increase and maintaining hydration becomes both more difficult and more important.
- ◆ After extensive research conducted by the Gatorade Sports Science Institute, The Gatorade Company developed Gatorade Endurance Formula to help more closely match what endurance athletes lose in sweat, improving overall hydration and helping sustain performance.

QUESTIONS:

For more information on Gatorade Endurance Formula, or to learn more about exercise science and hydration, please contact: 1-800-88-GATOR (42867)

www.gatorade.com/endurance

www.gssiweb.org

Nutrition Facts	
Serving Size 8 fl oz (240mL)	
Servings Per Container about 4	
Amount Per Serving	
Calories 50	
% Daily Value*	
Total Fat 0g	0%
Sodium 200mg	8%
Potassium 90mg	3%
Total Carbohydrate 14g	5%
Sugars 14g	
Protein 0g	
Calcium	†
Magnesium	†
Not a significant source of Calories from Fat, Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Vitamin C, Iron.	
† Contains less than 2 percent of the Daily Value of these nutrients	
*Percent Daily Values are based on a 2,000 calorie diet.	