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Winn Brothers Build Endurance Sports Industry Momentum: Bonk Breaker and 220 Athlete Expand Offerings While Supporting California Endurance Sports This Fall

Chatsworth, CA, September 2007 – Brother companies continue to wow the California triathlon and endurance sports industries with a new flavor of the wildly popular Bonk Breaker energy bar, plus motivational new styles and slogans from the 220 Athlete casual sporting apparel line.

Named the “Best of Competitor energy bar” by popular vote in Competitor Magazine in 2006, Bonk Breaker is founder Jason Winn’s all-natural, real-food alternative to energy bars that contain hydrogenated oils, high fructose corn syrup, artificial colors and flavors, or excessive levels of protein. Studies have shown these nutritional characteristics to be potentially detrimental to athletic performance and/or long-term health.

Founded by Travis Winn in 2005, 220 Athlete produces a unique line of sporty-yet-comfortable T-shirts and sweatshirts for daily wear by runners, triathletes and endurance sports enthusiasts. The company’s can-do philosophy is built into its name: “second (2) to (2) nobody (0).” T-shirts bear motivational slogans like “Triathlete – Because I Can,” affording the wearer the satisfaction of completing an endurance event, even while off the race course. As Travis puts it, “Sometimes nothing feels better than the old finisher’s T-Shirt.”

Endurance athlete Jason Winn introduced his original energy bar in 2006 after he completed an Iron-distance triathlon and saw the need for a great-tasting, truly natural bar that would still appeal after hours of training or competition. The original flavor, peanut butter and jelly, has had a strongly positive reception by endurance athletes. At first, Jason could hardly keep up with requests to sell his bars in food markets and athletic gear and clothing stores.

This fall marks the arrival of a new flavor: peanut butter and dark chocolate. Like the original bar, the new flavor features a base of rolled oats, peanut butter and brown rice ingredients, while providing an ideal balance of complex and simple carbohydrate and protein, with a low-fiber profile perfect for long-distance endurance training or racing. The bars are also free of dairy and wheat, to better accommodate those with dietary sensitivities.

Along with its namesake logo apparel, 220 Athlete continues to offer new designs that illustrate the triathlon lifestyle and mentality, such as a T-shirt with the proud admission, “Addicted to Accomplishment.” Women can enjoy sporting the tongue-in-cheek statement, “I swim, bike and run...like a girl” on a stylish cotton tee.

Upcoming events: Both Bonk Breaker and 220 Athlete will present booths at Interbike on September 22, 2007. Held annually in Las Vegas, CA, Interbike is the largest bicycle trade exposition in North America. The brothers also frequently appear at Southern California triathlon, running and cycling events. Notably, Bonk Breaker is the primary sponsor of the 25th Annual Bay to Bay Land Rover Miramar MS Bike Tour. (For details, visit <http://www.biketofinishms.com/>).

The Winn brothers' business endeavors already have been referred to in the industry as a "Winn-Winn situation." Their specialized but popular products show no sign of slowing down in the near future. Triathlon in particular is a rapidly-growing sport, especially in North America, Western Europe, Asia, Latin America, Australia and New Zealand. Since Bonk Breaker bars and 220 Athlete apparel are available for purchase online as well as in specialty stores, the appeal has potential to spread throughout the endurance sports community worldwide.

About Bonk Breaker – Bonk Breaker (<http://bonkbreaker.com>) is the maker of the sought-after Bonk Breaker energy bars. Bonk Breaker is dedicated to creating delicious energy bars that satisfy performance needs and benefit overall health. The bars can be purchased online, from Henry's or Wild Oats markets, or from specialty bike and triathlon gear retailers. For a full list of retailers, see the Bonk Breaker website.

About 220 Athlete – 220 Athlete (<http://220athlete.com>) offers casual, cotton T-shirts and sweatshirts designed to appeal to individuals who enjoy challenging themselves, and who identify with the high-motivation community surrounding endurance sports. 220 Athlete aims to provide comfort and a sense of pride to recreational and competitive endurance athletes alike.

For more information, contact Travis Winn at 220 Athlete: info@220athlete.com or 818-674-2652.

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