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**Dick's Sporting Goods Pittsburgh Marathon**  
310 Grant Street, Suite 1001 Pittsburgh, PA 15219

FOR IMMEDIATE RELEASE

## **NUGO NUTRITION ANNOUNCES GOLD SPONSORSHIP OF THE DICK'S SPORTING GOODS PITTSBURGH MARATHON**

PITTSBURGH, PA, March 30, 2010- NuGO Nutrition has proudly signed on to sponsor the Dick's Sporting Goods Pittsburgh Marathon for the second year in a row. As part of the sponsorship, NuGo products will be highlighted at the GNC Live Well Health and Fitness Expo and provided to each runner. The Pittsburgh Marathon will be held on Sunday, May 2.

"As they train, runners not only require adequate calories to maintain energy, they also need the appropriate combination of carbohydrates and protein to perform optimally," says registered dietitian, Anne Marie Kuchera. "I recommend NuGo bars as a nutritious snack to anyone interested in a healthy lifestyle, and as an ideal snack for long-distance runners."

NuGo Nutrition is the creator of seven categories of bars that make healthy snacks delicious. The bars are tailored to customers with specific nutritional needs or general interest in a healthy lifestyle. Unique among fitness bars, NuGo does not add vegetable fat to the dark chocolate coating of its bars. This maintains the natural health benefits of cocoa and preserves the taste and texture of real chocolate.

NuGo President David Levine sees the partnership with the Pittsburgh Marathon as a natural fit. "Because we're headquartered in Pittsburgh, NuGo is dedicated to supporting any activities that bring awareness to a fit and nutritious lifestyle."

### About NuGo Nutrition

NuGo Nutrition's mission is to help people make better snack choices without compromising on flavor. The fastest-growing Lifestyle Brand in the Natural Foods category, the company creates snacks without hydrogenated oils, trans fats, or waxy vegetable fat compounds. NuGo's adherence to unadulterated and natural ingredients, like antioxidant-rich real dark chocolate, makes its bars the best tasting and healthiest option available. NuGo is headquartered in Pittsburgh, PA with additional offices in San Francisco and New York.

### About The Dick's Sporting Goods Pittsburgh Marathon

The Pittsburgh Marathon is a non-profit organization that promotes the love of long-distance running and enhances community involvement in fitness activities through high quality events for a wide variety of ages and abilities. Sponsors include: Dick's Sporting Goods, UPMC Health Plan, FedEx Ground, Nike, UPMC Sports Medicine, GNC, Trib Total Media, KDKA TV, PA American Water, Rothman Gordon Attorneys, Sheetz, Dunkin Donuts, McKnight Realty Partners, Pittsburgh Volkswagen Dealers, NUGO, Verizon Wireless, Gatorade, GU, Omni Hotels William Penn, New Harvest, Shearers, Shapers, Spaghetti Warehouse, and Subway.

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