



News Release

For immediate release

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Late Entrant in World's Coolest Marathon Turns up the Heat

Bobby Bostic chosen by Pixie Maté to drink the first ever Maté Latte at the North Pole

BOULDER, Colo. (Mar 06, 2007) — On April 7, 2007, 45 people will run the one of the most challenging races in the world: the North Pole Marathon. For American Bobby Bostic, battling extreme temperatures over a 26.2 mile course run on the frozen waters of the Arctic Ocean will be the adventure of a lifetime. Bostic, 38, from Oakland, Calif., won his entry and travel to this extreme race in an unusual competition run by well known venture capitalist Brad Feld, and YourRunning.com. He will be sponsored by Pixie Maté and will become the first person ever to drink a maté latte at the North Pole.

Feld, a passionate amateur marathon runner, had already paid for his entry in the North Pole Marathon when he decided that the race would not be the 'fun challenge' it had initially appeared. Feld subsequently teamed up with YourRunning.com, an online community for runners, to offer his \$12,000 entry, and travel to the North Pole from Norway, to the most deserving contestant. Bostic was chosen from a field of 65 of some of the strongest runners in the U.S., having impressed the judges with both his athletic achievements and his dedication to fund-raising. He has raised \$500,000 over the course of his running career, the majority of which has benefited the Challenged Athletes Foundation (www.challengedathletes.org).

The North Pole Marathon was recognized in 2006 as the Northernmost Marathon on Earth by the Guinness Book of Records, and challenges the hardest of runners. Having taken second place in one of the hottest marathons — the 1999 Death Valley Badwater Marathon — Bostic will train for the coldest marathon in an institutional freezer. He has completed over 50 marathons and ultramarathons and is a five-time Ironman finisher.

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“We are really excited to be sponsoring Bobby Bostic as he competes in this incredible race,” said TJ McIntyre, co-founder of Pixie Maté. “Bobby said that even if the race itself turns into a complete nightmare, he will always treasure the experience. No matter where he places, he will achieve instant recognition by becoming the first person ever to drink a Maté Latte at the North Pole, and that’s something we’re just thrilled about,” he added.

Pixie Maté’s organic lattes are an ideal choice for a quick pick-me-up, at the North Pole or anywhere else in the world. Served hot or cold, each indulgent cup offers sustained, non-jittery energy and a quantifiable level of antioxidants that is approximately eight to 11 times the amount found in green tea.¹ With exciting flavor profiles and a balanced buzz that promotes focus, Pixie Maté has become a serious contender in the daily race for energy in the U.S.

Pixie Maté’s lattes will debut in SuperTarget stores in March 2007. They can also be found in Whole Foods, Wild Oats, Ralph’s, Raley’s, Shaw’s, Stop and Shop, and most independent natural foods retailers in the United States. For more information, or to order online, visit www.pixiemate.com. Product samples and photos are available upon request.

For more information on the North Pole Marathon, visit www.npmarathon.com. To follow Bobby Bostic’s progress as he trains for this unique event, visit www.yourrunning.com./blog/baselbutt.

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About Pixie Mate

With strong roots in the natural products industry, TJ McIntyre and Duane Primozych founded Pixie Maté on the inspiration of the people and place of Boulder, Colo. Setting out to define the next generation of industry pioneers, these Gen Xers are carrying on the wisdom learned from their mentors, the organic industry founders. They are committed to providing consumers nationwide with sustainably sourced organic

¹ ORAC test conducted by Brunswick Labs in Wareham, Mass. Pixie Maté’s lattes contain 24,400 in 8 ounces — approximately nine times that of green tea (2300-3100), 22 times more than orange juice (650-1100) and 30 times more than broccoli (400-800).

products that deliver on taste and pleasure, as well as to promoting the benefits of the maté latte.