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PRESS RELEASE

For Immediate Release

R.W. Knudsen Family's® Recharge® named official sports drink of the 2008 UPA College Championship

BOULDER, Colo. (May 13, 2008) -- The Ultimate Players Association (UPA) chose R.W. Knudsen Family's® Recharge® to be the official sports drink of the 2008 UPA College Ultimate Championships, to be held May 16-18, 2008 at the Pleasant View Athletic Complex in Boulder, Colo. More than 650 college club teams will participate in the championship series with the goal of becoming one of the 16 Open and 16 Women's teams to win the title of UPA College Ultimate Champion.

R.W. Knudsen Family will provide its all-natural sports drink, Recharge to the event's competing athletes as well as event staff and volunteers. On the market since 1985, Recharge is the top-selling natural sports drink in the nation. It contains 50 percent juice, water and sea salt (for essential electrolytes) and comes in green apple, mixed berry, grape, lemon, tropical, orange and organic lemon flavors. Each 8-ounce serving of Recharge contains 25 milligrams of sodium and 100 milligrams of potassium – the perfect balance of essential minerals for optimal performance. Recharge will fuel the UPA athletes as they compete at their highest levels in pool and elimination matches on Friday and Saturday, culminating with the event finals and championships crowned at noon (Open) and 2:30 p.m. (Women) on Sunday, May 18.

"The Ultimate Players Association is proud to be associated with Recharge and to have the ability to share the nation's top-selling natural sports drink with North America's premier collegiate Ultimate players," said Sandie Hammerly, UPA executive director.

Recharge will also serve as presenting sponsor of the Recharge Team Spirit of the Game Award for sportsmanship, presented during halftime of the two finals matches on May 18. The principle of Spirit of the Game has set Ultimate apart since the sport's inception 40 years ago, enabling it to reach the highest levels of competitiveness without the use of referees.

"The Recharge Team Spirit of the Game Award really exemplifies the importance of sportsmanship, which is one of Recharge's fundamental values. We're proud to partner with the UPA and to hydrate the athletes, staff and spectators at the College Ultimate Championships," said Jasen Cusick, group marketing manager for Smucker Quality Beverages.

About Ultimate

Combining the nonstop movement and athletic endurance of soccer with the aerial passing skills of football, Ultimate is played by two seven-player squads with a plastic disc on a field similar to football. The objective of the game is to score by catching a pass in the opponent's end zone. A player must stop running while in possession of the disc, but may pivot and pass to any of the other receivers on the field. Ultimate is a transition game in which players move quickly from offense to defense on turnovers that occur with a dropped pass, an interception, a pass out of bounds, or when a player is caught holding the disc for more than 10 seconds. Ultimate is governed by Spirit of the Game™, a tradition of sportsmanship that places the responsibility for fair play on the players rather than referees. Ultimate is played in more than 42 countries by hundreds of thousands of men and women, girls and boys.

The Ultimate Players Association (UPA) (www.upa.org) is the national governing body of the sport in the U.S. and is the largest membership organization in the world devoted entirely to the sport of Ultimate. A not-for-profit organization based in Boulder, Colo., the UPA was founded in 1979 to promote and support the sport of Ultimate and its players and to increase participation at all levels. The organization is governed by a board of directors composed entirely of volunteers elected by the UPA membership, with day-to-day operations directed by a small professional staff.

R.W. Knudsen Family® (www.knudsenjuices.com) has produced quality, all-natural juice products since 1961. Its offerings include Recharge® all-natural sports drinks, more than 125 types of natural and organic fruit and vegetable juices, carbonated fruit beverages, and specialty items. All R.W. Knudsen Family products are made from 100 percent natural ingredients, without artificial flavors, and never contain added sugar.

2008 UPA College Ultimate Championships qualifying colleges/Universities

Open Division

Arizona (Tucson)
California-Santa Cruz
Carleton College (Northfield, Minn.)
Colorado (Boulder)
Dartmouth (Hanover, N.H.)
Delaware (Newark)
Florida (Gainesville)
Georgia (Athens)
Harvard (Cambridge, Mass.)
Illinois (Champaign)
Michigan (Ann Arbor)
North Texas (Denton)
Pittsburgh (Pa.)
Stanford (Palo Alto, Calif.)
Texas (Austin)
Wisconsin (Madison)

Women's Division

British Columbia (Vancouver, Canada)
California-Los Angeles
California-Santa Barbara
Carleton College (Northfield, M.N.)
Maryland (College Park)
Mass. Inst of Technology (Cambridge)
Michigan (Ann Arbor)
Michigan State (East Lansing)
North Carolina (Chapel Hill)
Northeastern (Boston, Mass.)
Oregon (Eugene)
Ottawa (ON, Canada)
Texas (Austin)
Wake Forest (Winston-Salem, N.C.)
Washington (Seattle)
Wisconsin (Madison)

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