

A Sports Performance Innovator



Athletes look for a competitive edge that helps them get the most out of their bodies. And Gatorade is once again setting the bar with a new series of products specially formulated to support performance and meet the diverse needs of athletes.

Scientists from the Gatorade Sports Science Institute have created the G-Series—an innovative line of products designed with the latest sports performance science in mind, and developed in collaboration with the world's greatest athletes, to provide fuel, fluid and nutrients before, during and after activity. Gatorade Prime 01 delivers pre-game fuel in a convenient 4-ounce pouch, and blends carbohydrates, B vitamins and electrolytes to provide rapidly available energy. During training or competition, athletes rely on Gatorade Perform 02—the trusted Gatorade Thirst Quencher—to refresh, rehydrate and refuel. And after exercise or activity, Gatorade Recover 03 rehydrates the body and provides protein for muscles to get athletes ready for the next workout. Athletes can use G-Series beverages individually or in sequence to meet all their sports nutrition needs.

With only 20 calories per 8-ounce serving, G2 delivers the same electrolytes as Gatorade to help maintain hydration. An essential training partner, this great-tasting sports drink is helping millions bring out their inner athlete by rehydrating and fueling working muscles during shorter or lower-intensity workouts. Its performance has been a bright spot in 2009, with approximately 12 percent volume growth, demonstrating its real potential as a scalable global brand.



After earning top honors for most successful new product in the 2008 IRI New Product Pacesetters Report, G2 now appears in *Ad Age's* prestigious "Marketing Top 50" list of top brands.
www.gssiweb.com

8

