



USSPEEDSKATING PRESS RELEASE

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US Speedskating Announces Partnership with Froozer® *Froozer® joins US Speedskating's roster of corporate partners*

KEARNS, Utah – US Speedskating and Froozer® / Cool Frootz LLC. announced today that Froozer®, the grab-and-go frozen snack made from 100 percent whole fruits and vegetables, is the official smoothie partner of US Speedskating.

"Teaming up with Froozer® is an ideal partnership for US Speedskating," said US Speedskating Executive Director, **Ted Morris**. "Whether our athletes are preparing for an intense on-ice session or are in the middle of 100-mile cycling training ride under the summer sun, Froozer® provides the necessary nutrients to keep them performing at an elite level and feeling good."

Froozer® will provide product to US Speedskating for national team camps, premier events and recovery smoothies. Froozer® plans to support US Speedskating at numerous domestic events throughout the season. The partnership with Froozer® will be instrumental in the team's preparation leading up to and following the 2018 Winter Olympic Games in PyeongChang, Korea.

"We see partnering with the US Speedskating National Team as a natural fit to achieve our goals," stated recently appointed Froozer® Chairman of Board, **Des Hague**. "What better way to showcase our unique brand offering than to fuel our countries' aspiring athletes in their training for the upcoming Olympics efforts."

"This is the second U.S. team sponsorship I have been personally involved with and I have to tell you that the excitement never gets old," added Hague. "I believe that Froozer® can drive major advantages in helping our future medal winners maintain a well-balanced diet and achieve superior physical performance."

Becoming the latest on US Speedskating's roster of corporate partners, Froozer® joins premier partners Deloitte, Under Armour, USANA Health Sciences, Utah Sports Commission, alongside suppliers Cascade Speedskates, Dynatronics, Symbol Arts, U.S. MRI, Froedert Sports Medicine Clinic, University of Utah Healthcare and Pamel Vision and Laser Group. For more information about Froozer® products and company, visit www.froozer.com.

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About US Speedskating

From Pond to Podium, we are US Speedskating. We grow and nurture a sport where all ages can experience the thrill of speed and the camaraderie of the skating community. US Speedskating is responsible for the development of speed skating from grassroots to the highest elite racing programs. US Speedskating is recognized by the United States Olympic Committee and the International Skating Union as the governing body for the sport of speed skating in the United States. The Organization has won 86 Olympic medals to-date, making it one of the most successful sports in U.S. Olympic history. US Speedskating is a 501(c)3 non-profit organization. Follow us on [Twitter](#), [Instagram](#), on [Facebook](#) and at www.usspeedskating.org

About Froozer® - "simple ingredients. real nutrition."

Froozer® products represent the pure goodness of freshly harvested fruits & veggies picked at the peak of their ripeness, flash-frozen whole and blended for optimal taste, nutrition and digestion. Natural fruits and veggies in all their glory, nothing added or subtracted, not even a drop of water. Available in three delicious flavors - STRAWBANANA BLISS, TROPICAL SUNSET and BLUE ALOHA - in 6-pack boxes. Look for Froozer® in your local grocery store freezer at selected retail locations in the Denver Area including WholeFoods and Alfalfa's, and various select retailers in Arizona, Alaska, California, Oregon and Washington State, or place your order at <http://www.Froozer.com> to have your Froozer® delivered directly to your home or office.