



Katie Montiel Vidallet  
312-821-2859  
katherine.montiel@pepsico.com

Emily Lyons  
312-729-3644  
emily.lyons@fleishman.com

**8X IRONMAN CHAMPION LUKE MCKENZIE JOINS GATORADE ENDURANCE TEAM  
Sports Fuel Company to Help Pro Triathlete Improve Fueling for Races**

**CHICAGO, Illinois – March 14, 2016** – Gatorade Endurance announced the signing of eight-time IRONMAN® Champion, Luke McKenzie, to its official athlete roster. McKenzie, one of the leading professional triathletes in long-distance triathlon, is joined by partner and IRONMAN® Champion, Beth Gerdes, who joined the team late in 2015 before the IRONMAN® World Championship in Kailua-Kona, Hawaii.

“After a disappointing race in Kona in 2015, it’s a priority for me to get my fueling and hydration right for this season and beyond,” said McKenzie. “I’m excited to work closely with Gatorade Endurance and the Gatorade Sports Science Institute to learn how to adjust my sports nutrition plan so I can set myself further apart from my competitors.”

“Luke McKenzie is one of the most respected athletes in the endurance community,” said Jeff Kearney, Head of Gatorade Sports Marketing. “With an unparalleled drive to improve his performance and a desire to understand how sports fueling plays into that, he is a natural fit for the Gatorade Endurance roster and we are thrilled to have him on board.”

As part of his sponsorship, McKenzie will work closely with the Gatorade Sports Science Institute throughout the season to hone in on his training and race-day nutrition. He will also train and compete using the full Gatorade Endurance product portfolio, which is now available for purchase on the newly launched [GatoradeEndurance.com](http://GatoradeEndurance.com) – for sports specialty retailers and athletes. The site will feature educational information and content geared towards the endurance community.

Grounded in years of hydration and sports nutrition research conducted by the Gatorade Sports Science Institute, Gatorade Endurance helps deliver fluids and nutrients endurance athletes need for training and racing. Gatorade Endurance is on course at more than 300 races each year, including IRONMAN® U.S. Series, Boston Marathon, Bank of America Chicago Marathon, TCS New York Marathon and the Rock 'n' Roll Marathon Series.

### **Different Athlete. Different Fuel.**

Gatorade Endurance is an elite line of sports nutrition products for endurance athletes who have specific fueling needs and performance goals. The products vary in the amount of and type of nutrients they contain and the functional packaging in which they are delivered. Part of a five-electrolyte blend which includes sodium, potassium, calcium, magnesium and chloride, Gatorade Endurance Formula is a specialized sports drink designed to provide hydration during prolonged training and racing when fluid and electrolyte losses can be significant.

For more information on Gatorade Endurance visit [GatoradeEndurance.com](http://GatoradeEndurance.com) or [Facebook.com/GatoradeEndurance](https://Facebook.com/GatoradeEndurance).

### ***About Gatorade***

*The Gatorade Company, a division of PepsiCo (NYSE: PEP), provides sports performance innovations designed to meet the needs of athletes at all competitive levels and across a broad range of sports. Backed by more than a 50 year history of studying the best athletes in the world and grounded in years of hydration and sports nutrition research at the Gatorade Sports Science Institute, Gatorade provides scientifically formulated products to meet the sports fueling needs of athletes in all phases of athletic activity. For more information and a full list of products, please visit [www.gatorade.com](http://www.gatorade.com).*

### ***About PepsiCo***

*PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.*

*At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit [www.pepsico.com](http://www.pepsico.com).*

#