



PRESS RELEASE

Dextro Energy – Title sponsor of the new ITU Triathlon World Championship Series

Dextro Energy and Sport – energy for greater performance

Dextro Energy GmbH & Co. KG has been actively involved in the field of sports for years and with its Dextro Energy brand is well-known as a sponsor of important events as well as of professional athletes.

The company became involved in triathlon events already in 2008 as sponsor of the Hamburg City Man. The connection with this increasingly popular sport offers an excellent opportunity to convey the unique brand promise of the products in a credible manner and to anchor it in new countries.

With its involvement as both main and title sponsor of the Dextro Energy Triathlon ITU World Championship Series, Dextro Energy will also be able to use the triathlon events in the future as a platform for the launch of existing and new products in various countries. In addition, it is planned to conduct local marketing activities relating to the "Dextro Energy Triathlon" such as, for example, consumer promotions and media cooperation projects. In this way, triathlon enthusiasts have the opportunity, for example, of winning one of the coveted starting positions in the accompanying amateur races of the World Championship Series.

Dextro Energy

In many countries, Dextro Energy has stood for generations as a synonym for dextrose. Initially, following the launch over 80 years ago, the brand was established as "Dextro Energen". Its renaming as "Dextro Energy" in 2002 was the prelude to a greater international expansion. In March 2005, the Zertus Group took over the long-standing brand from Unilever. Since then, the brand is managed by Dextro Energy GmbH & Co. KG, a subsidiary of Zertus GmbH, based in Krefeld, Germany.

Dextro Energy delivers instant energy in the form of natural dextrose (also known as glucose) which is easily absorbed into the blood stream and goes directly to the brain as well as muscles and, in doing so, increases performance and concentration levels. This functional product promise is well-supported by many scientific studies. Whether cubes, sticks, minis or powder – the Dextro Energy range of products provides a rich source of energy in many different flavours.

For more information regarding Dextro Energy, visit www.dextro-energy.com/portal.asp.

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