

**Media Contact:**

Betsy Delcour, Fuel Belt, Inc.

betsy@fuelbelt.com

401.289.0724 x 114

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Fuel Belt Named Official Product Partner of Team In Training through a new strategic partnership with The Leukemia & Lymphoma Society

Barrington, RI — Fuel Belt, Inc. and The Leukemia & Lymphoma Society (LLS) have announced a multi year strategic partnership through LLS's Team In Training, the world's largest endurance sports training and fundraising program Fuel Belt, the leader in hydration belts and running accessories, is now an Official Product Partner of Team In Training (TNT). Fuel Belt will design a unique collection of products that will be made available to more than 2,500 retailers across the country. Ten percent of all sales from this collection will be donated directly to The Leukemia & Lymphoma Society (LLS).

Now in its 20th year, TNT has trained more than 360,000 participants who have raised more than \$850 million for lifesaving cancer research and to help blood cancer patients live longer, better lives. The program provides coaching to help participants cross the finish line at century rides, triathlons and marathons.

"Fuel Belt's partnership with TNT was a natural progression," says Fuel Belt President and Founder Vinu Malik. "We're proud to support these athletes who dedicate their training and racing towards bettering the lives of others. With our new Fuel Belt & TNT collection we can give back to the LLS community while addressing the hydration needs of TNT athletes during training and racing."

Recognizing the importance of hydration required by TNT athletes, TNT coaches can now recommend Fuel Belt products for the transportation of energy foods and drinks. Fuel Belt has been working with TNT at various LLS chapters for more than 10 years, and has proven very popular with endurance athletes of all abilities.

"The Leukemia & Lymphoma Society is pleased to partner with Fuel Belt. Our participants will appreciate the outstanding design of these belts when they're going for the finish line and helping to fund lifesaving research for cures," said Nancy L. Klein, Chief Marketing and Revenue Officer for LLS.

In addition to providing TNT with its own product collection, Fuel Belt will also have a dedicated TNT page on its website, www.fuelbelt.com and will roll out a national campaign to promote awareness to TNT and LLS through in-store merchandising, advertising and direct mail.

About Fuel Belt, Inc.

Fuel Belt, Inc. is the world leader of hydration belts and accessories for the run, triathlon and cycling markets. Founded in 1998 by 5-time Ironman World Championship finisher, Vinu Malik of Barrington, RI, Fuel Belt was awarded the distinction of being one of the fastest growing companies in the US (Inc. Magazine 2007). Fuel Belts have been used to break world records, set personal bests, and have been used at the Olympic world stage, where every effort and every second counts. Fuel Belt's strategic partners include Gatorade, Powerbar, Team In Training, Profile Design and USA Triathlon. For more information, please visit www.fuelbelt.com.

About Team In Training®

Since its inception in 1988, when a team of 38 runners trained together for the New York City Marathon and raised \$320,000, The Leukemia & Lymphoma Society's Team In Training® program (TNT), has prepared more than 360,000 people—approximately 39,000 participants annually— to achieve their dream of completing a marathon, half marathon, triathlon or 100-mile (century) bicycle ride. And, in that time, TNT participants have raised over \$850 million to support blood cancer research and patient services. The enormous success of this program has helped make possible advances in blood cancer therapies and treatments that have prolonged and enhanced the lives of hundreds of thousands of patients.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. LLS's mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life of patients and their families. Since its founding in 1949, LLS has provided more than \$550 million for research specifically targeting blood cancers.