

FOR IMMEDIATE RELEASE

KAMUT INTERNATIONAL SPONSORS MISSOULA MARATHON; INTRODUCES A 'SUPER FOOD' TO ENDURANCE ATHLETES

Missoula, MT, June 2012 -- Kamut International (KI) is proud to be a Gold Level Sponsor of the 2012 Missoula Marathon, furthering their mission to provide a healthy fuel for endurance athletes, while contributing to their local community. KI is responsible for promotion and protection of KAMUT® Brand khorasan wheat, an organic, heirloom grain that has been recognized as a superior choice for athletes.

"The sponsorship is an ideal way to support the community, as well as let athletes and their families--whether local or coming to visit specifically for the race--learn about the nutritional benefits of KAMUT® Brand khorasan wheat for endurance training." commented Tara Blyth, Kamut International Marketing Director.

KI is working with Andrea Johnson, a Montana-based RD, to help educate marathoners about the nutritional value of KAMUT® Wheat for athletic performance. KAMUT® wheat is high in protein and minerals—including selenium and zinc, both powerful antioxidants— as well a high percentage of lipids (healthy fats). In fact, KAMUT® wheat, an ancient grain, fits all stages of marathon fueling, from training, to race day, to recovery.

"The training regimen is the key to successfully reaching marathon goals and includes not only the physical aspect of training, but the nutrient fueling aspect as well," commented Andrea Johnson, RD, "While completing a marathon requires strength and stamina, proper nutrition is critical to your success. KAMUT® khorasan wheat is an excellent source of carbohydrates, protein and antioxidants essential for fueling your marathon schedule."

The micronutrients found in KAMUT® Brand wheat are especially beneficial to endurance athletes, who are often under oxidative stress throughout training. Selenium and zinc are both powerful antioxidants, which counteract oxidative stress that causes harm to the body and impair recovery . Additionally, while many athletes rely on carbohydrates for immediate energy, eating foods high in healthy fats is important for building up a reserve source for fuel . The fact that KAMUT® wheat is high in both of antioxidants and healthy fats makes it a well-rounded ingredient for athletes, allowing them to get these nutrients through food verses supplementation.

As a Gold Level Sponsor of the race, KI will exhibit at the July 7th Expo at the Caras Park Pavilion and will introduce Cream of the West's new granola blend, "KAMUT® Brand khorasan wheat Krunch." On July 8th, KI is fielding a 4-man relay team, the "KAMUT'ers," which will run the marathon course along with more than five thousand race entrants. Members of the relay team include Kamut International's CEO, Trevor Blyth and Casey Bailey an organic farmer from Fort Benton, MT, who grows KAMUT® khorasan.

Despite the thriving worldwide market and the considerable Montana organic acreage dedicated to growing the grain, KI personnel often meet Montanans who have never even heard of KAMUT® Brand wheat. Through its support of the marathon KI hopes to start to change that.

About Kamut International

The mission of Kamut International is to promote organic agriculture and support organic farmers, to increase diversity of crops and diets, and to protect the heritage of a high quality, delicious ancient grain for the benefit of this and future generations. KAMUT® is a trademark of Kamut International which guarantees high quality standards that are verified by tests from every field.