

FOR IMMEDIATE RELEASE

KAMUT INTERNATIONAL SPONSERS OF THE MISSOULA MARATHON; ANNOUNCES CEO TREVOR BLYTH AS PARTICIPANT

Furthering their mission to encourage healthy food for endurance athletes, Kamut International is proud to announce their sponsorship of the 2013 Missoula Marathon for a second consecutive year.

Missoula, MT, June 2013 – As part of their sponsorship of the 2013 Missoula Marathon, Kamut International (KI) is proud to announce CEO Trevor Blyth's participation in the 26.2 mile race, which takes place on July 14, 2013. Since nutrition is one of the key components of endurance training, Blyth has been incorporating KAMUT® Brand khorasan wheat into his diet, at least once a day, throughout the training for the marathon, which is his first endurance event.

"As the CEO for Kamut International, and also for me personally, it is important to maintain an active and healthy lifestyle" comments Trevor Blyth, "Since training includes not only running, but proper fueling, I've used this opportunity to observe any effects that KAMUT® Brand wheat may have on my performance and how I feel throughout the training process."

KAMUT® wheat offers a trifecta of endurance nutrition; it's a carb source that is also high in antioxidants and healthy lipids. Sport nutritionists recommend athletes eat as much as 60 to 75 percent of their total calories in the form of carbohydrates.¹ Carbohydrates are essential in an athlete's diet as it's the only fuel that can sustain intense exercise for prolonged periods, whereas low carbohydrate intake can inhibit or even hurt performance. The micronutrients and antioxidants in KAMUT® wheat are beneficial to endurance athletes, because they counteract oxidative stress that causes harm to the body and impair recovery.² Additionally, lipids are essential for building up a reserve source for fuel.³

The partnership and participation of Kamut International with the Missoula Marathon compliments KI's ongoing efforts to emphasize the benefits of KAMUT® Wheat to athletes. Earlier this year KI announced their partnership with Missoula-based Ironman Champion, Linsey Corbin, who will be attending the race to cheer on Blyth and the other runners.

"The sponsorship is an ideal way to support the community, as well as educate athletes and their families—whether local or visitors to the area—about the nutritional benefits of KAMUT® Brand khorasan wheat for endurance training. We're happy to be participating as a sponsor of this great event for the second year in a row" commented Tara Blyth, Communications & Development, Kamut International.

KAMUT® is the brand named of the ancient grain, khorasan. Regulated by Kamut International, all KAMUT® Brand wheat is guaranteed organic and to be of the highest quality. There are many ways for athletes to incorporate KAMUT® wheat in to their diets, from grinding up the wheat berries into a simple cereal, to eating flatbreads and other snacks, or even just cooking the KAMUT® berries in to a recipe or baking with KAMUT® wheat flour.

For more information about KAMUT® Brand wheat nutrition go to www.kamut.com

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.

For additional information please visit www.kamut.com or contact Leesa Raab at leesa@adinfinityny.com

¹ <http://www.ndwheat.com/uploads%5Cresources%5C392%5Cnutritionforathletes.pdf>

² <http://www.bikeradar.com/fitness/article/nutrition-how-antioxidants-can-help-your-training-29652/>

³ <http://www.livestrong.com/article/414309-what-makes-lipids-better-sources-of-energy-compared-to-carbohydrates/>