



PowerBar Pushes Ski Report iPhone App to New Summits

PowerBar and appssavvy deliver new features including sports nutrition tips for the hill this winter

GLENDALE, Calif. and NEW YORK – (Feb. 1, 2009) – PowerBar is hitting the slopes this winter with the iPhone’s top downloaded snow report app, Ski Report, from SkiReport.com.

The campaign is led by appssavvy (www.appssavvy.com), a direct sales team for the social media space, in partnership with PowerBar’s agency OIC (www.oicweb.com), and offers winter sport enthusiasts an array of nutritional information, athlete profiles, videos and free product samples of new PowerBar® GEL BLASTS™ energy chews via the convenient Ski Report app.

“The winter sport community is constantly on the go and looking for a quick resource of relevant information to support their outdoor experiences,” said Todd Manion, PowerBar Global Strategist. “Ski Report is a tremendous app and the ability to deliver a wealth of practical winter ski and snow content and nutritional information is a winning formula.”

The PowerBar iPhone app campaign with Ski Report is timed to launch in support of the Winter Dew Tour, which kicked off last month and features top snowboarders and freeskiers. The next Winter Dew Tour (www.PowerBar.com/DewTour) event begins later this week in West Dover, Vermont.

“PowerBar’s sponsorship of Ski Report demonstrates the contextually-relevant and targeted media opportunities brands and agencies are embracing through apps,” said Chris Cunningham, founder and CEO of appssavvy. “Our goal is to connect developers and publishers of apps with brands and agencies in meaningful ways so that the utility is improved thanks to the advertiser support. Teaming up PowerBar and Ski Report is a tremendous win for everyone involved, especially ski and snow enthusiasts.”

“Ski Report is all about bringing the latest snow information to winter sports thrill seekers, as well as publishing back their reports and experiences on the slopes to the community,” said Jon Breilig, founder of SkiReport.com. “Our partnership with PowerBar simply enhances the experience through great content and products.”

PowerBar’s sponsorship of the Ski Report runs through the end of March 2010.

About PowerBar

PowerBar is committed to helping athletes and active people worldwide perform better through nutrition. Backed by decades of sports nutrition experience, PowerBar provides access to cutting-edge knowledge, services and a full spectrum of great-tasting food and beverage options to meet the dietary and energy needs of all athletic levels. PowerBar proudly fuels world-class athletes and premier events including the Dew Tour, World Triathlon Corporation, the Tour de France, the Chicago, Boston and ING New York City Marathons and the Leukemia & Lymphoma Society's Team In Training Program. Owned by Nestlé S.A., the world's largest food and



beverage company, PowerBar is part of the Nestlé Nutrition portfolio. Through science-based nutritional solutions - comprising both products and services - Nestlé Nutrition helps enhance the quality of people's lives by supporting health and providing care for specific consumer groups with special nutrition needs at every stage of life.

About appssavvy

appssavvy is a direct sales team that connects hundreds of social media applications on Facebook, MySpace, Google and iPhone with leading brands and agencies. Partnered with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs. Understanding that social media is about people, appssavvy focuses on users, understands their current activity and develops ad campaigns, programs and social strategies that provide value to the ecosystem. appssavvy leverages existing audiences and utilizes all facets of social media to connect advertisers with people. For more information, visit www.appssavvy.com.

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