

**FOR IMMEDIATE RELEASE**

## **UrStuff becomes an official IFL sponsor**

The Ironman Football League announced on Thursday that they have successfully negotiated a sponsorship agreement with UrStuff LLC. The agreement provides UrStuff with local marketing exclusivity from the League and its teams in the sports supplement category.

“I’m very pleased about our partnership with a strong and innovative company like UrStuff,” says IFL Founder & CEO Chris Chudada. “Both the IFL and UrStuff are committed to creating a mutually beneficial relationship that will hopefully continue for years to come.”

UrStuff will enjoy beverage exclusivity on IFL sidelines featuring its new national sport supplement “Extreme Energy” as the League’s official vitamin drink. In addition to the terms of sponsorship, UrStuff has created custom fundraisers for all IFL teams and has been awarded official naming rights for the 2010 National and American Conference Championship Games and Ironbowl XIV.

The IFL is very excited about the sponsorship and the many rewards that it could potentially bring. UrStuff will be supplying IFL teams with a quality energy supplement drink called “Extreme Energy” that is designed to provide the body with natural energy that will enhance a player’s ability on the field. Extreme Energy will give IFL players a boost without the side effects from traditional energy drinks.

Besides vitamin drinks, UrStuff also covers a product spectrum that includes organic dirt, pet water bowls, alcohol testers, and innovative earphones with "sound tube" technology that moves speakers away from ear canals to help fight against hearing loss.

### **About UrStuff**

We strive to create a portfolio of products using market trends, environmental initiatives, high quality parts and ingredients and innovative products to satisfy the unrecognized needs and desires of consumers everywhere. We promise to provide you and all our Affiliates with rewarding business opportunities that are as dynamic as you are. Our high standards for our products and Affiliates will drive the urStuff vision forward.

[www.urstuff.com](http://www.urstuff.com)

### **About the IFL**

The Ironman Football League was founded by Chris Chudada of Pewaukee in 1996. Its purpose is to provide a professional and quality atmosphere for its players and fans. The League provides players 18 & older the ability to play full contact, highly competitive, football on a professional level. From the quality of its facilities and professional structure to the caliber and experience of its players, the IFL is undeniably one of the best semi-professional football leagues in the country.

[www.ironmanfootballleague.com](http://www.ironmanfootballleague.com)

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