



Sergio Garcia Has a New “MISSION” Champion Golfer Teams up with Other Top Athletes as Co-Founder of MISSION Skincare™

March 3, 2009, New York, NY: MISSION Skincare™, the first and only line of Athlete-Engineered Skincare™ products, is pleased to announce that champion golfer, Sergio Garcia, has joined as a co-founder. MISSION Skincare™ products are designed and tested by the world's most elite athletes to meet the rigorous demands of training and competition as well as the everyday needs of today's active consumers

Sergio Garcia joins an impressive list of MISSION co-founders that includes #1 female tennis player in the world Serena Williams, two-time basketball MVP Steve Nash and two-time gold medal soccer player Mia Hamm, among others.

With 15 combined career victories on the PGA TOUR and European Tour, Sergio Garcia is currently ranked #2 in the world and is one of the most popular players in professional golf. He enjoyed a career year in 2008 with victories at THE PLAYERS' Championship, the Castello Masters in his native Spain, and the HSBC Champions in China, vaulting him to his career-best position in the Official World Golf Rankings. Sergio also notched a 3rd place finish in the PGA TOUR's FedExCup standings while making his fifth appearance on the European Ryder Cup Team.

MISSION Skincare™ is the brainchild of entrepreneur Josh Shaw, who launched the company after meeting ultra-endurance runner Charlie Engle (currently featured in the documentary *Running the Sahara*) and hearing firsthand of the void in the marketplace for effective, functional and innovative skincare solutions. In addition to working closely with athletes in product innovation, MISSION Skincare™ proudly supports the charities of its partners and athletes.

"I'm both honored and excited to join the MISSION Skincare team. I've tried all the sunscreens and moisturizers out there, and nothing gave me the protection or hydration I needed during and after a long day in the sun. When I learned about MISSION Skincare and the opportunity to take an active role in product development, marketing and the building of the business from the ground up, I jumped at the opportunity" said Sergio Garcia.

"Sergio exemplifies MISSION's commitment to excellence, both on and off the course. We are thrilled to have someone with his talent, passion and global appeal on board with the MISSION team as we expand both domestically and internationally," said Josh Shaw, Founder and CMO.

The MISSION Skincare™ starting lineup includes Anti-Sting Facestick SPF 30, Ultra-Hydrating Lip Protector SPF 20, Ultra-Sweatproof Sunscreen Lotion SPF 30, Fast-Drying Sunscreen Spray SPF 30, Ultra-Conditioning Foot Cream, High Performance Anti-Friction Cream, Ultra-Soothing After-Sun Revive Gel and Moisturizing Lip Balms in 5 amazing flavors. The products are engineered with breakthrough technology, vitamins, minerals and antioxidants, and are paraban and animal-cruelty-free. All MISSION products are manufactured in the USA.

MISSION Skincare™ is available at select sports specialty and health & beauty retailers including Champs Sports, Lady Foot Locker, Olympia Sports, Sports Chalet, Vitamin Shoppe and GNC, as well as at www.missionskincare.com.

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