

AMP Energy and K-SWISS Team Up to Give Fans the Opportunity to 'Walk in Urijah's Shoes'
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Brands partner to create new shoe and provide fans a chance to win the ultimate MMA experience with Urijah Faber

PURCHASE, N.Y., Sept. 1, 2011 /PRNewswire/ -- Ever wonder what it's like to step into the cage? AMP Energy and K-Swiss are giving fans a shot at the ultimate MMA experience – a VIP trip for two to Urijah Faber's next fight, thanks to the launch of their new co-branded [TUBES™ training](#) shoe. As the most popular training shoe in the K-Swiss arsenal, this special edition includes Urijah's personal touches and will be available online at www.Kswiss.com/amp beginning Sept. 1.

"I'm excited that AMP Energy and K-Swiss are giving my fans a chance to join me at my next fight," said Faber. "It will be great to have them rooting for me from the crowd as I battle back for another chance at the title."

For a chance at the grand prize, visit www.walkinurijahsshoes.com or head to your local participating 7-Eleven store to receive a unique text code and a discount code for \$10 off purchase of the new shoe. Once you receive your prize code, simply enter the digits to "AMPUP" for an opportunity to cheer on Urijah at his next match.

"We're thrilled to partner with Urijah, K-Swiss and 7-Eleven on the launch of the new AMP-branded K-SWISS Tubes," said Greg Herman, AMP Energy. "We're excited to be able to offer Urijah's fans the chance to win a once-in-a-lifetime MMA experience."

AMP Energy and K-Swiss are also giving away weekly prizes from Sept. 1 through Oct. 28 by visiting www.walkinurijahsshoes.com. Weekly prize packs include Urijah's official FORM Athletics walk-out t-shirt, a hoodie sweatshirt, his fight shorts and a pair of the new [TUBES™ training](#) shoe.

To learn more about how you can "Walk in Urijah's Shoes," visit: www.walkinurijahsshoes.com.

About AMP Energy

AMP Energy is the premier energy brand of Purchase, N.Y.-based Pepsi-Cola North America Beverages (PCNAB). With its energizing blend of B-vitamins and a specially formulated intense combination of taurine, ginseng, and guarana, AMP Energy provides the power needed to tackle everything in life, day or night. PCNAB is a division of PepsiCo, which offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in over 200 countries. With more than \$43 billion in 2008 revenues, PepsiCo employs 198,000 people who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

About K-Swiss

Founded more than forty years ago in Van Nuys, California, K-Swiss (NASDAQ: KSWI) introduced the first all-leather tennis shoe, the K-Swiss "Classic" in 1966. Since its inception, K-Swiss has rooted itself in California Sport with an aim to be the most inspiring and innovative sports brand in the market. Today the company offers performance and lifestyle footwear and apparel for several categories under its California Sports umbrella including Tennis Heritage, California Fit (Running, Triathlon and Fitness) and California Youth. K-Swiss also designs, develops and markets footwear under the Palladium brand, and owns the FORM Athletics brand. For more information about K-Swiss, visit www.kswiss.com, @Kswiss on Twitter, and Facebook/Kswiss.

SOURCE AMP Energy

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