



NEWS RELEASE

Sprouts Farmers Market Announces Seven New NIL Deals Across Women's Sports

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The fastest-growing specialty retailer expands its PowHERed by Sprouts platform, reinforcing its commitment to fueling female athletes with a new NIL class featuring basketball standouts Lauren and Sienna Betts

PHOENIX--(BUSINESS WIRE)-- Sprouts Farmers Market today announced the addition of seven new individual Name, Image and Likeness (NIL) partnerships with female college athletes. The new class, featuring talent from various sports, represents the brand's deep commitment to its trailblazing **PowHERed by Sprouts** platform. Sprouts is on a mission to power women both on and off the field, fueling performance through nutrition and partnering with athletes who are changing the game in women's sports and in their communities.

Sprouts expands its PowHERed by Sprouts platform, fueling female athletes with a new NIL class featuring basketball standout and reigning Defensive Player of the Year, Lauren Betts.

"Sprouts is proud to be the first natural retailer to invest in women's collegiate athletics – empowering female athletes, fueling their performance and celebrating their impact in the communities we serve," said Alisa

Gmelich, Chief Marketing Officer of Sprouts. "We are thrilled to support this new Sprouts NIL class to build a healthier and stronger future for all female athletes."

Since 2022, Sprouts has partnered with over 165 female athletes at more than 30 universities, fueling their health and performance through NIL sponsorships. This new class brings together standout athletes from the pitch, court, diamond and pool. The seven new Sprouts NIL athletes will share their personal connections to Sprouts and how the brand supports their health, wellness, and community, all through their social media channels. From choosing their favorite protein-packed meals like Sprouts' brand-new Wellness Bowls, to the best snacks to maximize on-field performance and off-the-field recovery.

The new NIL class includes:

- Lauren Betts, Basketball (Los Angeles)
 - Named the National Defensive Player of the Year and the unanimous conference Defensive Player of the Year from 2024 – 2025, Betts became the first player in school history to record 600+ points, 300+ rebounds and 100+ blocks in a season. This season, she'll also be teaming up with her sister Sienna to make a run to the Women's Final Four in Phoenix.
- Sienna Betts, Basketball (Los Angeles)
 - One of the nation's top recruits, and an international gold medalist as a youth player this summer, Betts is looking to make an impact this season in Los Angeles with her sister, Lauren.
- Melania Fullerton, Soccer (Nashville, TN)
 - As a two-time Southeastern Conference (SEC) Academic Honor Roll student, Fullerton appeared in 14 games last season, scoring a goal and logging a critical assist over her 250+ minutes played.
- Madi Hays, Softball (Lawrence, KS)
 - Hays served as her team's pinch runner in 2025, finishing the season with a perfect 1.000 fielding percentage and 10 stolen bases (a career and team high).
- Teagan Kavan, Softball (Austin, TX)
 - Kavan took home Most Outstanding Player of 2025 WCWS and First Team All-SEC honors, in addition to making several outlets' All-American lists. As a multi-time SEC Pitcher of the Week winner, she played a key role on last season's title-winning team.
- Whitney Lauenstein, Volleyball (Austin, TX)
 - Lauenstein was named to the academic all-conference team before transferring in 2023. As a sophomore, she had a team-high of 28 service aces in 32 matches played.
- Tiffani Rae Pittman, Track & Field (Washington, D.C.)
 - As a member of the conference title-winning 4 x 100 relay team, Pittman, a Maryland native, is also a four-time conference All-Academic team member.

Beyond its investment in female athletes through NIL sponsorships, Sprouts also elevates women's sports through its sponsorships of the Sprouts Farmers Market Collegiate Quad, the Sprouts Farmers Market Broadway Block Party, the Big 12 Conference, the SEC and the professional women's soccer team, Angel City Football Club.

To learn more about PowHERed by Sprouts, visit <https://www.sprouts.com/women-in-sports/>.

About Sprouts Farmers Market, Inc.

Sprouts Farmers Market is one of the largest and fastest growing specialty retailers of fresh, natural and organic food in the United States. Sprouts helps people live and eat better with fresh produce at the heart of the store and delicious discoveries for every dietary lifestyle. Always foraging for what's fresh and innovative, Sprouts offers a carefully curated assortment of products that inspire wellness naturally, including organic, gluten-free, plant-based and non-GMO favorites. Headquartered in Phoenix, AZ, Sprouts employs approximately 35,000 team members and operates more than 450 stores in 24 states nationwide. To learn more about Sprouts and the role it plays in its communities, visit sprouts.com/about.

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