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**CamelBak® Groove™ Portable Filtration System
Now Available Nationwide**

Innovative Design Sets New Standard in On-the-Move Water Filtration

PETALUMA, Calif. (April 26, 2011) – CamelBak® announces nationwide availability of Groove,™ the newest product in the company’s drive to improve the hydration experience for active people.

Groove is a portable filtration system with a contemporary design that’s easy to use and carry. The system is made of a durable CamelBak bottle with a carbon filter built into the straw. Groove gives consumers great tasting, freshly filtered water anywhere they go in the only reusable bottle designed and proven to help people stay better hydrated.¹

CamelBak designed Groove to keep people hydrated on-the-go without having to make compromises. It’s a convenient way to drink delicious, refreshing filtered water anywhere, helping consumers break free from home or office water filters and reduce the waste and expense of disposable plastic bottles.

“Groove is the culmination of many CamelBak innovations. We know people want to use a reusable bottle to eliminate waste, but also want great tasting water anywhere they go. Groove was developed to solve this problem,” said Sally McCoy, CEO of CamelBak. “Our mission is to continuously reinvent and change the way people hydrate and perform. Groove is another positive step in that direction.”

CamelBak Groove improves the taste of water by reducing chlorine in potable tap water at levels far exceeding the NSF 42 standard, as confirmed by third-party tests. Chlorine is one of the most common chemicals added to tap water in treatment plants.

Groove also features the exclusive CamelBak Big Bite™ Valve, a mouthpiece with an innovative design that prevents spills, even when open, and enables a high flow rate for easy sipping – no squeezing or tipping required.

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Replace 375 Disposable Water Bottles with Each Filter

The CamelBak Groove replaceable filter is made of sustainable plant-based carbon, which is naturally efficient at removing contaminants. Because of CamelBak's unique design and the material used, the Groove filter is good for three months, or 300 refills – helping to replace up to 375 disposable water bottles with each filter.

Plastic water bottle production for U.S. consumption requires 1.5 million barrels of oil per year. That much energy could power 250,000 homes or fuel 100,000 cars for a year, according to the U.S. Conference of Mayors. And *National Geographic* reports that only one in six plastic water bottles is recycled, leaving the rest to end up in the trash and landfills where they take thousands of years to decompose.

CamelBak Groove comes in a sleek, durable .6 liter bottle made of BPA-free Tritan plastic or stainless steel. It is available worldwide for a suggested retail price of \$25 (Tritan) and \$35 (stainless steel). Replacement filters are available for a suggested retail price of \$10 for two filters and \$25 for six.

¹ A study conducted at Pepperdine University revealed that participants drank up to 24 percent more water with CamelBak reusable water bottles than with other reusable and disposable bottles.

About CamelBak®

Founded in 1989, CamelBak invented the hands-free hydration category and is the global leader in personal hydration gear. With a mission to continually reinvent and forever change the way people hydrate and perform, CamelBak offers a complete line of technical hydration packs, gear, accessories and aviation / CVC-approved tactical gloves for military forces globally.

With headquarters in Petaluma, CA, a wholly-owned and operated reservoir manufacturing in Mexico and distribution in San Diego, CA, CamelBak designs, tests and engineers its products to perform and last a lifetime. CamelBak is privately held, with products available in 50 countries worldwide. For more information, please visit www.camelbak.com or call 800.767.8725.

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