

## FOR IMMEDIATE RELEASE

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## CamelBak® Introduces Family of All-Mountain Freeride Hydration Packs

LAS VEGAS (September 23, 2009) – CamelBak<sup>®</sup> continues to make advancements in the mountain bike category with three new All-Mountain Freeride hydration packs – The Don<sup>TM</sup>, The Capo<sup>TM</sup> and Consigliere<sup>TM</sup>.

Available in three sizes and a wide variety of colorful designs, these packs are geared to carry everything needed for an epic mountain adventure. CamelBak is introducing the All-Mountain Freeride hydration packs at Interbike, September 23-25, in booth #3955.

At the head of the family is The Don (MSRP \$120), which can handle any ride on any mountain. The large overflow storage holds a full-face helmet securely, while the multitude of rider-designed organization pockets keep a tire pump, shock pump, CO<sub>2</sub> cartridges and tubes neat and orderly. It also has a reservoir that can hold up to 100 ounces of water.

A fleece-lined pocket safely secures goggles or sunglasses and external armor straps can house additional protective gear. On the base of one side of the pack is an easy access stash pocket, while the other side features a hidden window for a lift pass.

The Capo (MSRP \$100) is a midsize All-Mountain Freeride pack with a slimmer profile. It has the same rugged features and a 100-ounce hydration capacity.

With room for 70 ounces of water and all the same gear, Consigliere (MSRP \$90) offers all the protection and hydration you need for shorter mountain sessions.

"Hydration and cargo are essential for anyone on an all-mountain mission, and we wanted to give them the optimal balance of organization, armor attachment, and hydration capacity with an edgy, modern look," said Jon Austen, Director of Product Management for CamelBak. "We had athletes at our side for every step of the design process to make sure we delivered exactly what they need."

The All-Mountain Freeride packs will be available at retail locations nationwide in October.

## 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 continuously reinvent and forever change the way people hydrate and perform, CamelBak offers a complete line of technical hydration packs, reusable BPA-free water bottles and performance hydration accessories for outdoor sports, military, travel and a healthy lifestyle.

With headquarters in Petaluma, CA, a wholly-owned and operated reservoir manufacturing facility 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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