

## FOR IMMEDIATE RELEASE

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## CamelBak® Unveils First-Ever Spill-Proof Stainless Steel Bottles in Kid and Adult Sizes

SALT LAKE CITY (January 22, 2009) – The hydration innovators at CamelBak® plan to "steel" the show with two bottles that break new ground in the metal bottle market. CamelBak will introduce the industry's first spill-proof stainless steel bottles – a single-walled bottle and an insulated version – in its Outdoor Retailer booth (#17026) January 22-25.

The new CamelBak® Better Bottle™ Stainless features the one-of-a-kind Big Bite™ Valve, making it spill-proof even when it's open for drinking. When the bite valve is up, the mouth piece-and-straw combination allows for easy, no-tip sipping. The valve can be flipped shut for ease of storage and transportation. The mouth of the bottle is wide enough to clean easily and fill up quickly – even wide enough for ice cubes.

To further refresh users, CamelBak has created an insulated stainless steel bottle, featuring a micro-welded double wall that's vacuum sealed to keep beverages cold for hours. The dual-wall design also eliminates condensation on the outside, keeping gym bags, clothing and hands dry.

CamelBak's stainless steel bottles are 100 percent BPA-free, stain resistant and taste-free, with no liners or coatings inside like those found in aluminum bottles.

"With our patented bite valve and range of graphic designs and choices, CamelBak is offering consumers who prefer metal bottles a better hydration experience," said Jon Austen, Director of Product Management at CamelBak. "Our new stainless steel bottles are more fun and convenient to use, offering spill-proof 'flip and sip' hydration."

The family of CamelBak stainless steel bottles includes three options which will be available at retailers nationwide in 2009:

- CamelBak® Better Bottle™ Stainless .75L (SRP: \$24/available May)
- CamelBak® Better Bottle™ Stainless Insulated .5L (SRP: \$30/available May)
- CamelBak® Kids Bottle Stainless .4L (SRP: \$20/available July)

## **About CamelBak**

CamelBak Products LLC is the originator of the Hands-Free Hydration system. Since 1991, CamelBak's state-of-the-art packs and hydration systems have benefited athletes, outdoor enthusiasts and soldiers around the world. CamelBak continues to deliver innovative hydration products to the market with the belief in the performance advantage that proper hydration can deliver in any situation. The company is headquartered in Petaluma, Calif. To learn more about CamelBak, please visit www.camelbak.com.