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Media Contact:
Michelle Curran
415.848.8120
mcurran@double-forte.com

CamelBak® Introduces PowderBak™, the Latest Innovation in Wearable Hydration

SALT LAKE CITY (January 21, 2010) – CamelBak®, the inventor of wearable hydration, is further expanding the line with an innovative new product for winter sports. PowderBak™ is a performance-oriented, full-zip mid-layer with an integrated hydration reservoir.

In designing PowderBak, CamelBak addressed the specific apparel, climate and agility requirements of winter athletes to offer the most convenient and effective hydration solution on the mountain. It's as easy as zip and sip.

PowderBak is made with QuickFit™, CamelBak's proprietary compression fabric that offers optimal moisture-wicking and quick-drying capabilities in a lightweight, breathable material. It also features HydroPouch™, an innovative compartment that comfortably supports and stabilizes a baffled, low-profile 72 ounce reservoir in a mid-layer that is lift friendly and utilizes core body temperature to help prevent freezing.

"The combination of cold weather, altitude and a day on the mountain is a quick recipe for dehydration, and it's not always easy to get a quick drink during the day" said Jon Austen, Director of Product Management for CamelBak. "We developed PowderBak to make it both easy and comfortable to stay hydrated for several hours, so you can trade water breaks for a few extra runs."

PowderBak will be on display in the CamelBak Outdoor Retailer booth in Salt Lake City (#15027) January 21-24. Consumers can purchase PowderBak at specialty retailers starting in September (MSRP \$100).

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.