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## CamelBak<sup>®</sup> Introduces *eddy*™, a Fresh Take on the Industry's Best Selling Water Bottle

PETALUMA, Calif. (March 20, 2012) – CamelBak® introduces *eddy*, the newest water bottle from the hydration leaders. The spill-proof, BPA-Free CamelBak *eddy* makes it even easier to stay hydrated on the go.

An *eddy* is a current of water running contrary to the main current – and the CamelBak *eddy* will act as a counter-current to help eliminate single-use plastic bottles from the planet.

eddy not only improves flow rate, delivering more water faster with the addition of a larger, easy to clean stem tube and straw, but a redesigned one-piece silicone Big Bite™ Valve and thumb tab make eddy durable and easy to grip. A shielded vent valve also helps protect against dirt and leaks.

"A lot of people would leave well enough alone if they had the No. 1-selling water bottle in the market, but that's not our style," said Chris Strain, Vice President and Chief Marketing Officer at CamelBak. "We're obsessed with finding new and better ways to help people hydrate, and *eddy* represents our willingness to take risks and our dedication to developing the very best products."

eddy comes in three different sizes and has a new cap, new bottle shape and an energetic new color palette, including charcoal, clear, dusty rose, grass, navy, plum, raspberry, silver blue and sunset. eddy is available nationwide with suggested retail prices of \$14 (.6L), \$15 (.75L) and \$16 (1L).

## About CamelBak®

Founded in 1989, CamelBak invented the hands-free hydration category and is the global leader in personal hydration gear. CamelBak is achieving its mission to continually reinvent and forever change the way people hydrate and perform by offering a mix of products that include everything from technical hydration packs to reusable bottles and individual UV purification systems.

With headquarters in Petaluma, Calif., a wholly-owned and operated reservoir manufacturing facility in Mexico and a distribution facility in San Diego, Calif., CamelBak designs, tests and engineers its products to perform and last a lifetime. CamelBak is owned by Compass Diversified Holdings ("CODI"),

and offers products in more than 50 countries. For more information, please visit  $\underline{\text{www.camelbak.com}}$  or call 800.767.8725.