



Contact:

Brian Stevens

415.848.8121

bstevens@double-forte.com

CamelBak® Better Bottle™ Insulated Keeps Cool When the Heat Is On

Revolutionary Bottle-in-a-Bottle Design Available in Vibrant Color Combinations

PETALUMA, Calif. (June 28, 2011) – The hydration innovators at CamelBak® are once again breaking new ground in the reusable bottle market with the industry's first insulated Tritan™ plastic reusable bottles.

Engineered from the inside out, the insulated .6 liter bottles keep liquids cool more than twice as long as traditional plastic bottles and reduce condensation on the outside so gym bags, desks, clothing and hands stay drier. The transparent double-walled bottle design represents an entirely new look to the plastic reusable water bottle market.

Bringing the thermal properties of an insulated bottle to the Tritan market, CamelBak took the innovative step of building one laser-sealed bottle inside the other. The result is a unique transparent design that allows you to see the water level inside and also keeps drinks colder longer.

“This is a great option for those who enjoy the colors and lightweight benefits of BPA-free Tritan plastic, but don't want to deal with warm drinks and wet hands,” said Jon Austen, Director of Product Management at CamelBak.

The new CamelBak Better Bottle™ Insulated 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 allow for easy, no-tip sipping. The valve can be flipped shut for easy storage and transport. The mouth of the bottle is wide enough to clean easily and fill up quickly – even with ice cubes.

CamelBak's Better Bottle Insulated is 100 percent BPA-free and taste-free. They are available nationwide for a suggested retail price of \$20 and come in a variety of opaque color combinations: Cobalt, Key Lime, Lavender and Magenta.

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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