

Contact:

Brian Stevens 415.848.8121 bstevens@double-forte.com

CamelBak[®] Introduces *eddy*™, a Fresh Take on the Industry's Best Selling Water Bottle

SALT LAKE CITY (August 3, 2011) – 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 will be on display in the CamelBak Outdoor Retailer booth In Salt Lake City (#15027) August 4-7 and will be available nationwide in February with MSRP 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. 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.