

## FOR IMMEDIATE RELEASE

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## Drink To Think With New CamelBak® Kids Bottles

PETALUMA, Calif. (July 27, 2009) – With Back-to-School around the corner, the most essential purchase to boost kids' brain power and help them succeed in the classroom may just be a water bottle. Dehydration can cause concentration difficulties and short-term memory loss.

With its strong heritage in hydration, CamelBak<sup>®</sup> introduced the newest member of its BPA-free bottle family today – the spill-proof, worry-free CamelBak Kids' Bottle in playful Tritan™ plastic and stainless steel versions.

The CamelBak Kids' Bottles feature the exclusive spill-proof Big Bite™ Valve mouthpiece and "magic" button that makes the valve pop up for sipping. Parents and teachers will appreciate that liquids stay in the bottle, even if it gets shaken, dropped or turned upside down. The bite valve and straw do all the work – kids don't even have to tip up the bottle to take a drink.

The CamelBak Kids' Bottles feature a wide-mouth opening for easy filling and a onepiece bite valve and stem to make cleaning a breeze. The bottle's built-in, looped handle lets kids carry it with ease on all kinds of adventures.

"The benefits of drinking water are well-known, yet many of us do not drink enough – particularly busy kids," said Jon Austen, Director of Product Management at CamelBak. "We made the most classroom and kid-friendly water bottles possible. They won't leak or spill, plus the push button flip-up bite valve makes it fun for kids to take a drink."

A recent study by Dr. Holden MacRae, professor of sports medicine at Pepperdine University, found that people drank up to 24 percent more water with the CamelBak Better Bottle™ than with other reusable and disposable water bottles. It was also noted that more participants preferred the CamelBak Better Bottle, saying it was easier to use, easier to drink from, didn't spill even when open and that the Big Bite Valve was more fun to drink from.

The 12 oz. CamelBak Kids' Bottles come in a range of vibrant colors with fun, playful graphics, ranging from pirates and dinosaurs to mermaids and butterflies. The bottles are available at select retailers nationwide at the following prices: \$14 (MSRP) for the Tritan copolyester bottle and \$20 (MSRP) for the stainless steel bottle.

## **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 continuously reinvent and forever change the way people hydrate and perform, CamelBak offers a complete line of technical hydration packs, reusable BPA-free water bottles and performance hydration accessories for outdoor sports, military, travel and a healthy lifestyle.

With headquarters in Petaluma, CA, a wholly-owned and operated reservoir manufacturing facility 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.