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CamelBak® Unveils First Hydration Systems Specifically Designed for Stand-Up Paddle

SALT LAKE CITY (August 3, 2011) – The hydration innovators at CamelBak® are once again breaking new ground with the first complete line of hydration gear specifically designed for Stand Up Paddle (SUP).

Engineered from the inside out, the three new category-defining SUP hydration solutions demonstrate CamelBak's continued commitment to research, development and innovation. CamelBak designers and engineers worked with pro paddler Slater Trout to ensure all essential technical elements were included, such as quick-drying materials, paddle holsters, safety whistles, easy access cargo pockets, reflectivity and additional storage for an inflatable personal flotation device.

"We wanted to create a product line that would fill the current need for proper hydration solutions for SUP," said Jon Austen, Director of Product Management at CamelBak. "At CamelBak we are continuously reinventing the way people hydrate and perform by developing products that meet specific sport requirements. Our new SUP line is a great example of this."

SUP, the fastest growing global water sport, was born in the Hawaiian Islands. The CamelBak Molokai™, named after the famed island in the Hawaiian archipelago that annually hosts one of the most famous SUP races in the world, is specifically engineered for long-distance paddling. Along with quick access to cargo, and an external fill for the 2L Antidote™ Reservoir with Quick Link™, Molokai includes new harness customization that allows people with different torso lengths to adjust for optimum reservoir and sternum slider placement.

Drawing inspiration from the needs of SUP racers, the Baja LR™ vest will support the most epic SUP treks. The new 2L Antidote Lumbar Reservoir stabilizes water weight on the hips, leaving shoulders free to paddle. The new harness customization not only allows for perfect placement, but the lumbar compression allows paddlers to adjust the reservoir as water is consumed, keeping it tight against the body.

Tahoe LR™ is designed as the ideal pack for leisure and sport paddlers. This waist-mounted pack also includes the Antidote Lumbar Reservoir, leaving the upper body completely free to stroke and the Camel Clip™ Bite Valve positioner allows for quick access to water.

Molokai (MSRP \$100), Baja LR (MSRP \$120) and Tahoe LR (MSRP \$70) will be on display in the CamelBak Outdoor Retailer booth in Salt Lake City (#15027) August 4-7. They will arrive at specialty retailers in February.

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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