



FOR IMMEDIATE RELEASE

Contact: Michelle Curran
Double Forte
(415) 848-8120
mcurran@double-forte.com

CamelBak® Hydrates Team Garmin-Slipstream During Grueling Tour de France Cycling Race

BARCELONA, Spain (July 9, 2009) – With temperatures exceeding 85 degrees Fahrenheit, two of the biggest challenges facing riders during the Tour de France is staying properly hydrated and keeping their core body temperature cool.

Team Garmin-Slipstream is relying on CamelBak's® Podium® and insulated Podium® ChillJacket™ water bottles to stay hydrated and cool during this year's premiere cycling event. For optimal performance under tough conditions, the nine Garmin-Slipstream riders will use more than 2,100 Podium bottles during the Tour's 21 stages.

"Gamin-Slipstream is the first team to be supplied with an insulated bike bottle to help them stay cool during the Tour de France," said Dave Carr, Global Product Manager for CamelBak. "We were excited to provide the team with our Podium ChillJackets that keep their water cool twice as long as standard bottles, which helps riders stay as hydrated as possible during the hot stages of the race."

The Podium ChillJacket keeps liquids cool twice as long as standard water bottles with its airtight, foam-lined insulation and double-wall construction. The bottle features CamelBak's exclusive high-flow Jet Valve™, which is self-sealing so athletes can grab, drink from and stash the bottle without worrying about opening and closing the valve. An additional lockout toggle prevents leaks during transport.

"We're always looking for new ways to make hydration gear for athletes that won't slow them down or get in their way," said Sally McCoy, President and CEO of CamelBak. "CamelBak is honored that a team of Garmin-Slipstream's caliber chose our products as part of its technical gear for all of their races, especially the Tour de France."

The Podium (MSRP: \$8) and Podium ChillJacket bottles (MSRP: \$12) are available at specialty retailers nationwide.

-more-

About Slipstream Sports

Founded in 2005, Slipstream Sports LLC is a highly progressive sports management company dedicated solely to promoting the ethical growth of American cycling.

About Team Garmin-Slipstream

Owned and managed by Slipstream Sports, Team Garmin-Slipstream is dedicated to promoting ethical sporting and developing the next generation of cycling champions. Team Garmin-Slipstream competes in a full schedule of professional cycling races in the U.S. and Europe. Additional information is available at www.slipstreamsports.com.

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.

###