

FOR IMMEDIATE RELEASE

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

CamelBak[®] Unveils ShredBak[™] – Industry's First Hydration Vest for Winter Sports

SALT LAKE CITY (January 20, 2009) – CamelBak® Products LLC is taking performance hydration apparel to new heights – to 6,000 feet and above.

The hydration innovator will unveil and offer "test drives" of its new ShredBak™ integrated hydration vest at the 2009 Outdoor Retailer Backcountry Base Camp event on January 21. ShredBak will be on display in the CamelBak Outdoor Retailer booth (#17026) January 22-25. Consumers can purchase ShredBak at specialty retailers starting this fall.

In designing ShredBak, CamelBak addressed the specific apparel, climate and agility requirements of winter athletes to offer the most convenient and effective hydration solution on the mountain.

ShredBak is a versatile, water-resistant vest designed as a true mid-layer with an integrated, 72 oz. CamelBak Omega Reservoir. The softshell vest may be worn as a mid-layer on cold days, or as an outer layer for warmer spring days.

The ShredBak design integrates the athlete's core body temperature into the hydration system, naturally helping to prevent water from freezing. The vest's inner compression layer uses QuickFit™ performance fabric to hold the reservoir close to the body for a low-profile fit that's comfortable, even on the chairlift. An insulated tube cover further prevents freezing between the reservoir and bite valve.

"When it comes to snow sports, riders often get dehydrated when they don't wear a pack," said Jon Austen, Director of Product Management for CamelBak. "ShredBak is as comfortable as a second skin, making it easy for riders to stay hydrated."

ShredBak comes on the heels of CamelBak's RaceBak™ vest, the industry's first base-layer apparel with built-in hydration capabilities. RaceBak was custom-designed for cyclists and other endurance sports athletes. Prototypes of the product were tested by world-class athletes at signature cycling events, including the Tour de France. RaceBak is now available at select specialty retailers.

ShredBak Key Features:

Capacity: 72 oz./2.1 Liter = 1-2 hours of hydration

Cargo: Chest pocket for bite valve storage; two side pockets for other essentials

Materials: Shell – 100% Polyester

Underlayer – 75% Polymide, 25% Elastane

Availability: Fall 2009 (in select specialty retailers)

Sizes/Colors: Men's White (S-XXL)

Men's Black (S-XXL) Women's White (XS-XL) Women's Black (XS-XL)

MSRP: \$200.00

About CamelBak

CamelBak Products LLC is the originator of the Hands-Free Hydration system. Since 1991, CamelBak's state-of-the-art packs and hydration systems have benefited athletes, outdoor enthusiasts and soldiers around the world. CamelBak continues to deliver innovative hydration products to the market with the belief in the performance advantage that proper hydration can deliver in any situation. The company is headquartered in Petaluma, Calif. To learn more about CamelBak, please visit www.camelbak.com.