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Mountain Bike Pros Help CamelBak® Perfect New AMF Hydration Packs

Kirt Voreis, Andrew Taylor and Brandon Semenuk lend expertise to design and features of AMF collection

PETALUMA, Calif. (April 12, 2010) – Working hand in hand with some of mountain bike's top athletes such as Kirt Voreis, Andrew Taylor, and Brandon Semenuk, CamelBak[®] is proud to present its new All-Mountain Freeride hydration pack collection at Sea Otter Classic. With more than 20 years of hydration leadership, CamelBak joined forces with its top athletes to develop a pack collection dedicated to riders who insist on pushing their limits with every run on the mountain.

The Don[™], The Capo[™] and Consigliere[™] are a collection of hydration packs not to be messed with. With features ranging from dedicated armor attachment points, in-your-face color patterns, secret stash pockets, internal organization, full-face helmet carry, fleece-lined goggle pockets and lift pass pockets, these packs are ready for any epic ride on the mountain.

"Kirt, Andrew and Brandon were huge for us in the AMF development process," said Jon Austen, Director of Product Management for CamelBak, "In terms of what works and what doesn't, nobody knows better than these guys. Their insight into proper fit, necessary features and overall look and feel was invaluable to the development of this collection."

AMF packs will be on display in the CamelBak booth (#107) at Sea Otter Classic April 15-18 in Monterey, Calif. The Don (MSRP \$120), The Capo (MSRP \$100) and Consigliere (MSRP \$90) can be found at specialty retailers nationwide.

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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