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CamelBak[®] Launches Got Your Bak[™] Lifetime Guarantee

Warranty Covers All Bottles, Packs, Reservoirs and Accessories – for Life

SALT LAKE CITY (Aug 3, 2010) – With supreme confidence that its products will stand up to any test, CamelBak[®] is introducing the Got Your Bak[™] Lifetime Guarantee for all bottles, hydration packs, reservoirs and accessories.

For more than 20 years CamelBak has been designing and engineering premium hydration solutions and testing each product in its on-site lab under extreme conditions.

But CamelBak doesn't just leave it to lab coats testing products on hi-tech machines.

Among its team of hydration experts that try every bottle, pack, reservoir and accessory in extreme real-life situations are world-class mountain bikers and road cyclists, triathletes, marathoners, skiers, snowboarders, hikers and a host of other outdoor adventurists.

"We design, engineer and control specifications on every part of our hydration systems," said Jon Austen, Director of Product Management for CamelBak. "We control 100 percent of our reservoir manufacturing process so we can ensure seamless integration between packs and reservoirs. We know people depend on our products as essential performance gear, and we're proud to back them up for life."

All 2011 CamelBak bottles, packs and accessories will be on display in the CamelBak booth (#15027) at Summer OR in Salt Laky City, Utah, August 3-6, 2010.

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.