

Contact:

Brian Stevens 415.848.8121 bstevens@double-forte.com

CamelBak® Adds to its Versatile Run Collection with Two New Run-Specific Hydration Vests

SALT LAKE CITY (August 3, 2011) – The hydration experts at CamelBak[®] continue to redefine and reinvent ways for runners to hydrate on the move. The latest innovations are the CamelBak Ultra LR[™] Vest and the Marathoner[™] Vest, which will be on display in the CamelBak Outdoor Retailer booth (#15027) August 4-7.

Engineered from the inside out, both the Ultra LR Vest and the Marathoner Vest are built around the Antidote™ Reservoir with Quick Link™. Antidote is a next-generation reservoir that redefines how packs and reservoirs should work together as complete hydration systems.

CamelBak's culture of research, development and engineering obsession ensure all features important to runners are accounted for, including precision torso height adjustments, front cargo pockets to carry two extra water bottles, quick stash overflow storage on the back for a shed layer, a safety whistle and reflectivity.

"Runners have been huge fans CamelBak bottles and hydration packs for years, and they gave us valuable feedback that run-specific vests would be a welcome addition to our collection," said Jon Austen, Director of Product Management at CamelBak. "We developed Ultra LR and Marathoner to accommodate runners looking for lightweight, minimalist designs to keep them hydrated through long training runs and races."

The Ultra LR Vest is an incredibly stable hydration system for trail running or racing. Its 2-liter Antidote Lumbar Reservoir allows runners to carry water weight on the hips, which allows free shoulder movement, reduces strain and better balances water to help on longer runs. CamelBak has added stability with a built-in compression system that keeps buckles away from a runner's waist, while compressing the reservoir for a snug fit.

Marathoner Vest's quick access to cargo makes this hydration system ideal for longdistance runs. Runners can fine-tune the placement and balance of the vest on their body through internal custom fit hook-and-loop torso adjustments. These adjustable shoulder straps allow for personalization to ensure an even fit while carrying the integrated 2-liter Antidote Reservoir. Further compression is accomplished though adjustable side straps that enable runners to keep the pack and reservoir snug while hydrating, no matter how long they stay on the trail.

Ultra LR (MSRP \$130) and Marathoner (MSRP \$100) 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.