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CamelBak[®] Launches New Stainless Steel Reusable Water Bottles In Single-Walled and Insulated Styles

Takes Metal Bottles to Next Level — No Liners, No Tipping to Sip, No Spilling Even When Open

Petaluma, Calif. (May 14, 2009) – The hydration innovators at CamelBak[®] are breaking new ground in the reusable metal bottle market, as the company launches the industry's first spill-proof, no-tip stainless steel water bottles. Available in single-walled and insulated versions, the new bottles were engineered from the inside out to be both user-friendly and durable in demanding environments – whether in a stuffy, hot car or on an international adventure.

The new CamelBak® Better Bottle™ Stainless features the one-of-a-kind Big Bite™ Valve, making it spill-proof even when it's open for drinking. When the bite valve is up, the mouth piece and straw allow for easy, no-tip sipping. The valve can be flipped shut for easy storage and transport. The mouth of the bottle is wide enough to clean easily and fill up quickly – even wide enough for ice cubes.

To keep users cool, CamelBak created an insulated stainless steel bottle, featuring a micro-welded double wall that's vacuum-sealed to keep beverages cold for hours. The dual-wall design also eliminates condensation on the outside, keeping gym bags, table tops, clothing and hands dry.

CamelBak's stainless steel bottles are 100 percent BPA-free, stain-resistant and taste-free, with no liners or coatings inside like those found in aluminum bottles. Because the bottles are made with medical grade stainless steel, they are resistant to dents and blemishes.

"With our patented bite valve and range of graphic designs, CamelBak is offering consumers who prefer metal bottles a better hydration experience," said Jon Austen, Director of Product Management at CamelBak. "Our new stainless steel bottles are more fun and convenient to use, offering spill-proof 'flip and sip' hydration."

The family of CamelBak stainless steel bottles includes:

- CamelBak[®] Better Bottle™ Stainless .75L (SRP: \$24/available now)
- CamelBak[®] Better Bottle™ Stainless Insulated .5L (SRP: \$30/available now)
- CamelBak® Kids Bottle Stainless .4L (SRP: \$20/available July)

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.