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CamelBak® Showcases VeloBak™ - Industry's First Cycling Jersey with Integrated Hydration

LAS VEGAS (September 23, 2009) – The hydration experts at CamelBak® continue to redefine and reinvent ways for cyclists, runners and endurance athletes to wear what they drink.

The latest innovation is the CamelBak® VeloBak™, the industry's first cycling jersey with built-in hydration, which is on display in the CamelBak Interbike booth (#3955) Sept 23-25.

Available in both men's and women's sizes, VeloBak features a dual zip front and three jersey pockets. VeloBak has all the performance features of standard jerseys, but is actually an integrated hydration system with a compression pocket that comfortably holds a 72-ounce reservoir.

Made of a breathable and lightweight material, the VeloBak is ideally suited for road or mountain bike rides lasting two or more hours.

VeloBak is an addition to CamelBak's wearable hydration line, which includes RaceBak™, the industry's first base-layer apparel with built-in hydration capabilities. RaceBak was custom-designed for cyclists and other endurance sports athletes.

"VeloBak provides cyclists all the comfort and functionality they're accustomed to in a jersey with the added benefit of built-in hydration," said Jon Austen, Director of Product Management for CamelBak. "The compression fabric holds water securely in place and makes it possible to stay hydrated on extended rides without having to reach to or refill your bottle."

CamelBak will also unveil the redesigned RaceBak at Outdoor Retailer, which features a quarter zipper and a lighter open weave QuickFit™ fabric that enhances ventilation, breathability and ease of taking it on and off.

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VeloBak Key Features:

- Capacity: 72 oz./2.1 liter = 2+ hours of hydration
- Cargo: Three back pockets for essentials
- Quickwick™: Lightweight and breathable fabric that that delivers maximum moisture management and dries quickly for cool and comfortable performance
- Quickfit™: Plush, chafe-free compression fabric that self-adjusts while conforming to the body like a second skin
- Availability: October 15, 2009
- Sizes/Colors: Men's White/Graphite (S-XL)
Men's Graphite/Racing Red (S-XL)
Women's White/Silver (XS-L)
Women's Graphite/Strong Blue (XS-L)
- MSRP: \$130.00

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 continuously reinvent and forever change the way people hydrate and perform, CamelBak offers a complete line of technical hydration packs, reusable BPA-free water bottles and performance hydration accessories for outdoor sports, military, travel and a healthy lifestyle.

With headquarters in Petaluma, CA, a wholly-owned and operated reservoir manufacturing facility 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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