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CamelBak[®] Winter All-Mountain Freeride Hydration Packs Ship to Retail for First Tracks

PETALUMA (October 12, 2010) – CamelBak[®] Pit Boss[™] and Roulette[™], two new All-Mountain Freeride Hydration Packs designed with the backcountry skier and boarder in mind, are shipping to retail locations nation wide, just in time for first tracks.

Engineered to hold enough gear for a full-day backcountry adventure, these high-volume packs feature a tri-zip design that allows for easy access to all essential gear. This design allows for full access through the top even with skis or board attached, plus side access through the full length vertical zipper. Using all three zippers simultaneously opens the entire pack for fast and easy loading and unloading. Both Pit Boss and Roulette are equipped with adjustable carrying straps for skis or snowboard that can be tucked away when not needed. The board-carry straps that allow for vertical and horizontal snowboard attachment also double as additional pack compression straps.

Pit Boss has an 1,800 cubic inch cargo capacity, while Roulette, which was designed for women with curved shoulder harnesses and a shorter torso length, tallies 1,709 cubic inches. Both feature a front pocket for a shovel blade or skins, shovel and probe management, fleecelined goggle pocket, a load-bearing waist belt with camera pocket and glove-friendly buckles and zipper pulls. With all of these cargo options, the Pit Boss and Roulette, when empty, weigh in at a mere 2.65 lbs and 2.45 lbs respectively.

"There's a lot of gear involved in a backcountry adventure, so we wanted to design backcountry hydration packs that could accommodate everything efficiently," said Jon Austen, Director of Product Management for CamelBak. "In addition to 100 ounces of water, Pit Boss and Roulette make it easy and convenient to take everything you need – and still be able to access gear quickly."

Pit Boss and Roulette come in multiple color combinations and are ideally suited for all backcountry expeditions. They will be on-shelf early October, 2010 at outdoor and specialty retailers nation wide for a suggested retail price of \$100.

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.