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Contact: Michelle Curran
Double Forte
(415) 848-8120
mcurran@double-forte.com

CamelBak® Unveils Innovative Personal Hydration Gear at Outdoor Retailer Summer Market

SALT LAKE CITY (July 21, 2009) – At the 2009 Outdoor Retailer Summer Market, CamelBak® will showcase several new hydration products specifically designed to change the way people hydrate and perform.

CamelBak will demonstrate its design and engineering leadership in bottles, packs and wearable hydration with a number of industry firsts and breakthrough technologies that take the worry and hassle out of hydration. A 16-foot high, cascading wall of water in CamelBak's newly-designed booth (#15027) makes the perfect backdrop for the following new products:

- **CamelBak® All Clear™ Microbiological UV Water Purifier** – the fastest, all-in-one, portable microbiological water purification technology that takes the worry, hassle and guess-work out of adventure hydration or questionable water sources.
- **CamelBak® Flow Meter™** – never run out of water again with the CamelBak Flow Meter, which measures how much fluid has been consumed, how much remains in the reservoir and how much time remains until the reservoir's empty.
- **CamelBak® Multi-Sport Hydration Packs** – created for people who know no boundaries, the **Octane 24™ Hydration Pack** and the **Octane 18X™ Hydration Pack** are ultra-light, sleek and efficient for racing or light and fast adventures.
- **CamelBak® Alpine Hydration Packs** – the ultimate solution for summer ascents and multiday backcountry adventures – the new **Vista 32™ Hydration Pack** and significantly redesigned **Vantage 35™ Hydration Pack**, featuring multi-directional ventilation and innovative dual-V suspension to position water weight comfortably while letting cool air in.
- **CamelBak® VeloBak™ Wearable Hydration** – from the inventors of hydration sports apparel come the first three-pocket cycling jersey with integrated hydration.

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“Be it traveling abroad, backcountry exploring, camping, running or high-performance bike racing, our mission is to make hydration intuitive and easily integrated into everyday life so people can focus on doing what they love,” said Sally McCoy, President and CEO for CamelBak. “Our new line-up represents a 20-year commitment to driving the evolution of hydration.”

Earlier this month, CamelBak was recognized for its revolutionary design and engineering work with water bottles that feature the company’s exclusive Big Bite™ Valve mouthpiece. A study conducted at Pepperdine University revealed that participants drank up to 24% more water with the CamelBak Better Bottles than with other reusable and disposable bottles tested. Dr. Holden MacRae, professor of sports medicine at Pepperdine University, conducted the first-of-its-kind study to test the effects of water bottle design on personal fluid consumption. Results of the study were released on July 8, 2009.

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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