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Pepperdine Researchers to Present First-of-Kind Water Bottle Study at Southwest Chapter of American College of Sports Medicine Meeting

Study Found People Drank Up to 24 Percent More from CamelBak[®] Bottles Compared to Other Reusable and Disposable Bottles

PETALUMA, Calif. (October 21, 2009) – Pepperdine University researchers will present the results of a first-of-its-kind study testing the effects of water bottle design on fluid consumption at the annual meeting of the Southwest Chapter of the American College of Sports Medicine. The meeting will be held October 23-24 in San Diego.

The study found that water bottle design can significantly influence the amount of water a person drinks in a day. For example, with CamelBak® reusable plastic water bottles, participants drank 24 percent more water than with disposable plastic bottles, 18 percent more water than with reusable metal bottles and 15 percent more than with another reusable plastic bottle.

More study subjects preferred the CamelBak bottle, saying it was easier to use, easier to drink from, didn't spill even when open, and that the bottle's Big Bite™ Valve mouthpiece was more fun to drink from.

Dr. Holden MacRae, Professor of Sports Medicine at Pepperdine University, led the team that conducted the research. The complete study, which includes detailed information on the products tested, participant characteristics and methodology used, is available by contacting Michelle Curran at 415-848-8120 or mcurran@double-forte.com.

The study was approved by the Institutional Review Board of Pepperdine University. MacRae earned his Ph.D. in physiology from the University of Cape Town in South Africa. He is a member of the American College of Sports Medicine and is on the editorial review board of the *International Journal of Sports Science and Coaching*. MacRae expects to publish his report on the study in 2010.

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Editor's Note: All press materials, photos and videos are available at www.camelbak.com/drink-study