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Water Bottle Study at Pepperdine University Finds People Drink More Water Using CamelBak Bottles

CamelBak[®] Better Bottle™ Beat Reusable, Disposable Bottles in First-of-its-Kind Water Consumption Study

PETALUMA, Calif. (July 8, 2009) – A study conducted at Pepperdine University revealed that participants drank up to 24 percent more water with CamelBak reusable water 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.

More study subjects preferred the CamelBak Better 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. One participant noted, "The CamelBak is quick to open and easy to drink from without distracting myself from whatever else I'm doing."

Study subjects used each of the following four bottles for a two-week period:

- Reusable screw-cap plastic bottle
- Reusable screw-cap metal bottle
- Disposable screw-cap PET bottle
- CamelBak Better Bottle with the Big Bite Valve mouthpiece

With the CamelBak Better Bottle, participants drank 24 percent more water than with the disposable bottle, 18 percent more water than with the reusable metal bottle and 15 percent more than with the reusable plastic bottle.

"Drinking water is one of the greatest gifts you can give your body – it's essential for everything from heart health and fat metabolism to complex brain functions," said Dr. MacRae. "The results of this study were quite surprising in that a simple difference in design enabled people to do something that's good for their bodies without any extra effort."

The study was approved by the Institutional Review Board of Pepperdine University. Dr. 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 *Journal of Sports Science and Coaching*. Dr. MacRae expects to publish his report on the study in late 2009 or 2010.

"The study at Pepperdine University proves something that we've heard for years.

People often tell us they believe they drink more water when they use CamelBak products –

now it's proven to be true," said Sally McCoy, President and CEO for CamelBak. "Through a

more intelligent, innovative approach to bottle design, we are keeping people better hydrated
and giving them a great reason to ditch the disposable water bottle once and for all."

Dehydration is a significant health concern, especially in the summer, as temperatures rise and outdoor activity levels increase. The benefits of hydration include body temperature regulation, fat metabolism, cardiovascular support and improved focus, concentration and alertness. Even mild dehydration can affect physical and mental performance.

About the CamelBak Better Bottle

CamelBak Better Bottles are made from BPA-free Tritan™ plastic and Stainless Steel, featuring single-walled and insulated options. Adult and Kids' versions of the Tritan bottles are available now starting at \$12 (MSRP). Adult Stainless Steel bottles start at \$24 (MSRP); Kids' Stainless Steel bottles will be available beginning in July at \$20 (MSRP). All CamelBak Better Bottles feature the exclusive Big Bite Valve, which offers non-tip sipping and won't spill, even when open.

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.