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Water.org™ Partners with CamelBak® This Holiday Season

Limited-edition water bottles with custom design to benefit those without safe water

PETALUMA, Calif. (October 25, 2011) − CamelBak[®] and Water.orgTM announced today that they are teaming up for a second consecutive year to share a simple and powerful way to help some of the 884 million people who lack access to safe water. With the purchase of a limited-edition Water.org reusable water bottle, \$10 will go directly to support Water.org's mission of providing clean, safe water to those in need.

Co-founded by Matt Damon and social entrepreneur Gary White, Water.org is a nonprofit organization that has transformed hundreds of communities in Africa, South Asia and Central America by providing access to clean water and sanitation.

Building on last year's success which helped more than 10,000 people get safe water, Water.org and CamelBak have created a custom design for the CamelBak GrooveTM, a reusable bottle with a filter built into the straw that turns tap water into freshly filtered water. The artwork evokes the ripple effect of water droplets and is available in BPA-free Tritan plastic for \$25 or insulated stainless steel for \$35.

These bottles make for an ideal holiday gift, and the purchase ensures that someone else is that much closer to having access to safe water for life. They are available online at http://gift.Water.org or through Amazon.com. "What a great idea," said Damon. "Buy someone a gift for the holidays and someone else gets safe water."

"Matt and I founded Water.org to make a difference and end the suffering around the world from not having safe water," said Water.org Co-Founder and Executive Director Gary White. "We chose the CamelBak Groove bottle because of its unique design, the company's continued commitment to innovation and their generous support of the safe water cause."

Expanding on last year's Water.org "Bottle Project," CamelBak has added a Facebook Give BakTM "like" campaign (http://www.facebook.com/CamelBak) with the goal of helping an additional 2,000 people receive safe water for life.

"Our relationship with Water.org was cultivated in an effort to help people with limited or no access to safe drinking water stay healthy and hydrated," said Sally McCoy, CEO of CamelBak. "With the right funding and resources, we have the ability to significantly minimize the fresh water crisis that is affecting far too many people. CamelBak is committed to help in any way it can."

White added, "We invite you to join us in spreading the message of urgency and hope that someday everyone in the world can have access to clean, safe water. Your purchase of this limited-edition water bottle shows that you are invested in making a difference for the countless people on our planet in need."

About Water.org

Water.org is a non-profit organization that has transformed thousands of communities in Africa, South Asia, and Central America by providing access to safe water and sanitation over the past 21 years. Founded by Matt Damon and Gary White, Water.org works with local partners to deliver innovative solutions for long-term success. Its microfinance-based WaterCredit Initiative is pioneering sustainable giving in the sector. Learn more and make a difference at www.water.org.

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.

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