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**For Immediate Release**

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**HYDRO FLASK® AND REVOLVE™ RELEASE PORTABLE WATER FILTRATION SYSTEM**

(Bend, Ore.) *February 6, 2012* - Hydro Flask®, makers of premium insulated products, announced it has partnered with Revolve™ to release the world's first portable water filtration system for double wall, vacuum insulated water bottles. Revolve created the state-of-the-art water filter specifically for Hydro Flask's 21oz standard mouth stainless steel water bottle for easy, on-the-go water filtration.

The Revolve Advanced Filter cleans water as you drink it, making it one of the easiest and most convenient water filters on the market. Paired along with Hydro Flask's patented insulation technology, freshly filtered icy cold stream water will not only be safe to drink, but remain icy cold for 24 hours.

"The Revolve Advanced Filter for Hydro Flask is perfect for any situation," said Hydro Flask founder and CEO Travis Rosbach. "Whether you're in the backcountry and in need of quick and safe filtration or you simply want an added filter on your tap water, this will do the trick. I have personally tested it in Africa, China, and at my home in Bend, Oregon, and the water tasted the same on every continent."

The water filter traps and absorbs up to 99.9999% of all fresh water contaminants, including *Giardia* and *Cryptosporidium*. Outfitted with a straw cap for easy and quick drinking, the filter threads easily into the 21oz standard-mouth Hydro Flask bottle and will produce more than 75 gallons of clean-tasting, filtered water. The Revolve Filter for Hydro Flask replaces over 600 16oz plastic water bottles and is 100% recyclable through the (New Brand) Filter Recycling Program.

The Revolve Advanced Water Filter comes with a drinking straw and easily detaches for easy cleaning or for those moments when you know the water is safe. Extra straws (sold in 3-packs) and replacement filters are available for purchase online through [www.hydroflask.com](http://www.hydroflask.com).



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### **About Hydro Flask**

Travis Rosbach formed Hydro Flask® in the summer of 2009 to create a beverage bottle that truly performs in every environment. The end result is the only all-insulated bottle company in the world that exclusively produces double-wall vacuum insulated bottles that are BPA and toxin free. Using only high-quality 18/8 stainless steel that does not need a liner (which can leach toxins), the bottles keep hot liquids hot, and cold liquids cold. Hydro Flasks are stylish, durable, lightweight, reusable, and 100% recyclable. Hydro Flask simultaneously launched FivePercentBack.org™ to offer a giveback program from profits of each bottle sold to be put toward a charity selected by the bottle user. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).

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