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For Immediate Release

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HYDRO FLASK® ANNOUNCES APPOINTMENT OF SCOTT ALLAN AS PRESIDENT & CEO
Expansion Stage Veteran brings Proven Operational and Marketing Expertise

(Bend, OR) June 14, 2012 – Hydro Flask®, makers of premium insulated double walled products, has announced the hiring of Scott Allan to lead the company as its new CEO and President. Allan replaces former CEO and founder Travis Rosbach, who departed in early May to pursue other interests. Allan joins the Hydro Flask team at its Bend, Oregon, headquarters today.

Scott Allan has over 20 years experience working with growth stage businesses and product lines. Allan comes to Hydro Flask from NXP Semiconductors where he was Senior Director of Marketing & Mobile Applications for the company's fast growing mobile products. Previously, Allan held various leadership positions including CEO of TriniTEQ, an Australian wireless system provider, and VP/GM of a \$40M/year Motorola business unit. He brings to Hydro Flask extensive experience in domestic and international growth, fund raising, marketing, corporate development and commercializing innovative new products. Previously, Allan had split his time between his home in Bend and NXP Semiconductors' San Jose, California office.

"We're thrilled to have Scott joining our team," said Ellyn Biedscheid, Chief Financial Officer for Hydro Flask. "With his past experience and business savvy, he's the ideal candidate to take the company to the next level."

"I am excited to join Hydro Flask and drive the company's focused growth. Customers are passionate about Hydro Flask products given their quality, design and pleasantly surprising performance with hot and cold contents. This Bend-based company has the rare opportunity to redefine its category and build a global brand. I look forward to working with the employees and board to pursue this."



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Allan holds a BS in Mechanical Engineering from the University of California Berkeley and an MBA from Northwestern University's Kellogg School of Management. In his spare time, Allan enjoys the great outdoor activities Bend has to offer including snowboarding, mountain biking, golf, and time with his family.

About Hydro Flask

Hydro Flask® began in the summer of 2009 with the aim of creating a beverage bottle that truly performed in every environment. The end result was the only all-insulated bottle company in the world that exclusively produced double-wall vacuum insulated bottles that are BPA and toxin free. Using only high-quality 18/8 stainless steel, 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 consumer. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit www.FivePercentBack.org.

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