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For Immediate Release

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Hydro Flask Quenches Big Thirsts with New 64- and 33-ounce Wide-Mouth Bottles

(Bend, OR) July 28, 2010 - Having just celebrated its one-year anniversary, July 24, the team at Hydro Flask is celebrating and looking forward to the upcoming Outdoor Retailer Summer Market where they will debut two new sizes of their cheery-colored re-usable stainless steel water bottles.

As easy to fill as it is to serve from, the company's new 64-ounce growler sports a wide mouth that conveniently fits any standard backcountry water filter for easy refilling. An easy-pour cap prevents messy spills while pouring. Sized with overnight camping and raft trips in mind, the bottles are available exclusively in classic stainless steel or black textured powder coating. MSRP \$49.99

Hydro Flask's new 33-ounce / liter size also comes in a wide mouth opening and is available in any of the company's palette of fun matte colors. MSRP \$32.99

The genesis of Hydro Flask is a classic tale of American can-do spirit and 21st century triple bottom line sensibility. When they couldn't find an eco-friendly re-usable water bottle with all the attributes they really wanted, co-founders Travis Rosbach and Cindy Morse decided to make one themselves that is environmentally friendly, economically viable and socially responsible. After immense research and product testing they developed the patent-pending design that kicked off Hydro Flask. Double-wall construction means the bottles won't sweat; food grade stainless steel is non-porous which means it won't absorb bacteria or retain strong smells from contents like coffee or whiskey. All bottles carry a lifetime warranty against manufacturing defects. Choose from different cap styles and three mouth sizes (narrow, standard and wide). In-house custom laser engraving is an extra bonus. Though they should last a lifetime, bottles and caps are 100 percent recyclable.

Proceeds from sales benefit the non-profit members of FivePercentBack.org. Initiated by Rosbach and Morse, this program is an example of their commitment to involve their customers in partnering to enhance earth and the well being of her various species. Beneficiaries fall into three broad categories - Earth, Body, Community - and include such diverse organizations as the Rainforest Alliance, Fisher Center for Alzheimers and Adopt-A-Classroom.

Summer Market attendees have a chance to win a Hydro Flask during the Magellan GPS Treasure Hunt at the Open Air Demo at Jordanelle State Park.

To learn more and order Hydro Flask products, visit them in the Salt Palace Grand Ballroom, #BR805 or pre-shop online at the Hydro Flask website at www.hydroflask.com.

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About Hydro Flask

Bend, OR based Steel Technology™ formed Hydro Flask™ to create a water bottle that truly performs in every environment. The end result is an 18/8 stainless steel double wall vacuum insulated bottle that is BPA-free. The bottles keep hot liquids hot for at least 12 hours and cold liquids cold for over 24 hours. Hydro Flasks are stylish, durable, lightweight, reusable and are a 100% recyclable alternative to plastic bottles. All bottles come with a lifetime warranty.

The Company simultaneously launched FivePercentBack.org to offer a give back program from proceeds of each flask sold to be put towards a charity selected by the customer. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit FivePercentBack.org.

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