



CHRISLAN™
TAP HANDLES - GLASSWARE - GROWLERS

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For Immediate Release

**Hydro Flask and Chrislan Ceramics Partner to
Save the World from Lukewarm Beer**

The long time beer industry player and emerging breakthrough product join forces

BEND, Ore. – March 20, 2013 – Hydro Flask, the award-winning leader in high-performance, insulated stainless steel flasks, has partnered with Chrislan Ceramics of Vancouver, B.C., one of the world's largest manufacturers of custom tap handles for the on tap beer industry, to market and sell its high quality growlers.

Chrislan Ceramics, which has been on a successful growth path for 25 years, will be the exclusive distributor of Hydro Flask growlers and flasks to the brewery and wine markets. It will promote the Hydro Flask product line alongside its custom tap handles and Rastal glassware, a high-end German glassware line, and also manage all Hydro Flask sales, order entry, artwork, brewery logos and invoicing of breweries.

"We are excited to be offering Hydro Flask growlers to the brewing industry," said Chrislan Co-Founder Al Laninga. "The growler is a premium product that is certain to be a hit in the tap beer market. Made from food grade 18/8 stainless steel, it is BPA-free, durable, sweat proof, reusable and insulated for up to 24 hours cold and up to 12 hours hot. All the growlers come with a lifetime warranty, and we are proud to be partnering with Hydro Flask."

Scott Allan, CEO of Hydro Flask, said, "We could not be more pleased to have found a trusted brewing industry partner like Chrislan. They provide an exceptional product and will create great momentum with breweries and our consumers. Partnering with a respected, long time industry player like Chrislan represents a tremendous milestone for Hydro Flask, and we are certain that this partnership will lead to greater market penetration."

About Chrislan Ceramics

Based in Vancouver, B.C., Chrislan Ceramics is one of the world's largest manufacturers of custom tap handles for the on tap beer industry with nearly 1,000 brewery and wine customers today. The environmentally conscious company has been pursuing innovative technology and patented processes and has been a trusted partner in the brewing industry for more than 25 years. Chrislan is also a major sponsor of the Craft Brewer's Conference. For more information about Chrislan Ceramics, please visit: <http://www.chrislancerceramics.com/about/chrislan-story>

About Hydro Flask

Hydro Flask® began in the summer of 2009 with an epiphany on a Hawaiian beach, and became a reality in beautiful Bend, Oregon, one of the country's premiere outdoor playgrounds. The company's mission today is to save the world from lukewarm beverages.

Hydro Flask is now the award-winning* leader in high-performance, insulated stainless steel flasks and has recently expanded into the food and beverage industry with its food flasks and industry-first double wall vacuum insulated 64oz growlers. Using only high-quality 18/8 stainless steel, Hydro Flask delivers what people on the go have been looking for: a durable flask that keeps hots hot, colds cold, is stylish, 100% recyclable and is backed by a lifetime warranty.

Hydro Flask believes that great flasks and great causes go hand in hand, and through its charitable arm, FivePercentBack.org™, offers a giveback program that allows consumers to allocate a portion of their flask sales to a charity they choose. For more about Hydro Flask's charitable mission and commitment to making a difference in the community, visit www.FivePercentBack.org.

Note to Reporters: For high-resolution images of Hydro Flask products, please visit our online media library at: <http://www.hydroflask.com/media/download/hydro-flask-download-page.html>.

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