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900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

**For Immediate Release**

Contact: Lucas Alberg  
541.647.1467  
lucas@hydroflask.com

**HYDRO FLASK® CELEBRATES THREE YEAR ANNIVERSARY**

*Company Shows Accelerated Growth and Market Presence in Third Year in Business*

(Bend, Ore.) July 10, 2012 – Employees, customers and the larger community will gather this Friday at the Hydro Flask® headquarters in Bend, OR., to celebrate the company's three year anniversary. Since its inception in July 2009, Hydro Flask has rapidly grown from a startup to the leading supplier of premium insulated double walled products.

For this special event, Hydro Flask will partner with Country Catering, a well-known Bend restaurant and caterer, offer live music by the band Heleos, all you can eat BBQ for \$10.95, free Cuppa Yo frozen yogurt and a variety of special promotions including discounts on 64oz Hydro Flask Growlers and growler fills at Country Catering. The event will run from 4:30PM to 8PM on the corner of SE Wilson and 9<sup>th</sup> streets in Bend.

"We're a young company, but we have a lot to celebrate," said Hydro Flask President and CEO Scott Allan. "From modest beginnings where the concept of the ideal water bottle was proven through sales out of the back of a pickup truck, we are proud to have grown and work with many of the top outdoor, marine, specialty grocery, fitness and sporting goods retailers across the United States. We thank our retail consumers and the end consumers that appreciate Hydro Flask and the team that has worked hard to get us where we are today."

In addition to on-site activities, Hydro Flask will also be giving reason for online customers to celebrate. Beginning on Friday July 13th, Hydro Flask will be giving away 30 64oz Stainless Steel Growlers over an eight-day period through its web site and social media channels. For details on giveaways, visit the Hydro Flask blog at <http://blog.hydroflask.com>.



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### **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](http://www.FivePercentBack.org).

CONTACT: Hydro Flask

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