



Media Contact:

Judy Campbell

c: 541-410-9113

judy@campbellconsulting.com

For Immediate Release

Hydro Flask and Catalyst Marketing Team Up in Rockies

Hydro Flask is Catalyst's First New Line in Over a Decade, Joining Mountain Hardwear and Montrail

BEND, Ore. – August 2, 2013 – Hydro Flask, the award-winning leader in high performance insulated stainless steel flasks, announced today that it is teaming up with Catalyst Marketing. Catalyst will serve as Hydro Flask's regional rep group for the Rocky Mountain region including Colorado, Wyoming, Utah and New Mexico.

Catalyst is perhaps best known as one of Mountain Hardwear's founding rep groups and has been with them since its inception 18 years ago. It has been with Montrail for the past 10 years.

Chris Mathias, principal of Catalyst Marketing, said, "It is rare in our industry to find a young, growing company that is frankly as hot as Hydro Flask. The company not only makes a great product, but is powered by a fantastic team from management to design, manufacturing and marketing. We are looking forward to a very bright future together."

Scott Allan, CEO of Hydro Flask, said, "We are honored to be joining forces with Catalyst, an outdoor industry standout. We could not have found a better fit than Chris and his team of experts to help grow our brand in the Rocky Mountain region."

Both Hydro Flask and Catalyst Marketing are attending Outdoor Retailer this summer and will be available in booths #BR335 - Hydro Flask and Booth 26001 - Mountain Hardwear/Catalyst.

About Catalyst Marketing

Based in Denver, Colo., Catalyst Marketing covers the entire Rocky Mountain Region including Colorado, Wyoming, Utah and New Mexico, providing expertise in sales, marketing promotions and strategic planning for the backcountry industry for more than 28 years. For more information about Catalyst Marketing, please call 720.244.2105.

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 and only 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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