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**For Immediate Release**

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**HYDRO FLASK® ANNOUNCES HIRING OF THE SHERPA GROUP TWO**

(Bend, Ore.) *February 28, 2012* – Hydro Flask®, producers of premium insulated products, announced today it has hired *The Sherpa Group Two* as the new organization representing Hydro Flask in the Pacific Northwest. Based out of Portland, Oregon, The Sherpa Group Two was founded in the late 80s and has connected recreation product manufacturers with retailers for nearly 25 years.

Hydro Flask chose The Sherpa Group Two based upon its stellar reputation within its territories and the reps' deep knowledge and vast understanding of the Pacific Northwest outdoor industry. The decision was also heavily swayed by The Sherpa Group Two's long-running relationships with its brands, which currently include Mountain Hardware, Wigwam, Montrail, Princeton Tec and now Hydro Flask.

"After extensively researching the various repping groups out there, time and time again we came back to The Sherpa Group Two," said Tim Rouillard, Hydro Flask's Vice President of Sales. "Their professionalism, knowledge of the industry and recommendations from other companies were unparalleled."

The Sherpa Group Two is led by owner and principal sales representative Jack Powell and is composed of 5 total reps across Oregon, Washington, Alaska, Idaho and Montana.

Rouillard expressed high praise for the reps from The Sherpa Group Two. "Each person brings something different to the table, but each is equally trustworthy and knowledgeable," he said. "They keep their lines and know the industry, the placement potential and the process."

The Sherpa Group Two owner Powell expressed excitement about the burgeoning relationship with Hydro Flask. "Prior to our appointment, I called several of our key dealers inquiring about their knowledge or



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history with the company. They all said the product was great, and if we had the opportunity to represent Hydro Flask in the Pacific Northwest, they would highly recommend it," he said. "In a market that is oversaturated with options, this was great news to hear. We are all extremely excited to grow the Hydro Flask business and have fun while doing it."

The Sherpa Group Two will begin repping for Hydro Flask effective immediately.

### **About Hydro Flask**

Travis Rosbach formed Hydro Flask® in the summer of 2009 to create a beverage bottle that truly performs in every environment. The end result is the only all-insulated bottle company in the world that exclusively produces double-wall vacuum insulated bottles that are BPA and toxin free. Using only high-quality 18/8 stainless steel that does not need a liner (which can leach toxins), 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 bottle user. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).

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