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For Immediate Release

Hydro Flask Announces New Rep Group Partnership with Presence Marketing

The established natural foods rep joins Green Dandelion, Scarlett Group & Northeast Natural

BEND, Ore. – September 19, 2013 – Hydro Flask, the award-winning leader in high-performance, insulated stainless steel flasks, has joined forces with Presence Marketing, a company that specializes in building sales and partnerships within the natural and conventional grocery channels. [Presence Marketing](#) will be taking Hydro Flask products to market throughout the Rocky Mountain region and the State of California.

Presence Marketing joins [Green Dandelion](#), the [Scarlett Group](#) and [Northeast Natural](#)—all companies that represent Hydro Flask throughout the natural market. Green Dandelion represents Hydro Flask throughout the mid-Atlantic, Northeast Natural covers the Northeast and New England and the Scarlett Group covers the Northwest region.

“Presence Marketing has a tremendous reputation, and the company is incredibly excited about selling Hydro Flask to the natural market,” said Charlie Ortega, the Hydro Flask vice president of sales for food and beverage. “This is going to be a great opportunity for us to continue to expand our brand throughout the natural industry, which is an outstanding market for our products.”

Note: Hydro Flask will be attending Expo East this month and will be available in booth #3208.

About Presence Marketing

Presence Marketing/Dynamic Presence was born from a desire to work in a dynamic and environmentally conscious industry. The mission of the company is to join and support companies who share this goal. Over the years the company has successfully built sales and partnerships within the natural and conventional grocery channels. With their many years of experience in the industry, coupled with high energy, strong standards and vision, allows them to help companies build and maintain a strong market position through a myriad of retail, wholesale and manufacturer services. Presence Marketing is highly selective about the products the company represents, and they remain dedicated to the principles of the natural products industry and committed to sustainable business. For more information, visit www.pmidpi.com or call (847) 277-9500.

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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