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## **Hydro Flask® Announces Inaugural Outdoor Sales Rep Award Winners**

*Jessica Kim named "Hydro Flask Independent Sales Rep of the Year" & Sherpa Group Two, LLC named "Hydro Flask Sales Agency of the Year"*

**(Bend, OR) January 24, 2013** – Hydro Flask, the award-winning\* leader in high-performance, insulated steel food and beverage flasks, is proud to announce its inaugural "Independent Sales Rep of the Year" and "Sales Agency of the Year" award winners!

These dedicated professionals have proved instrumental in helping save the world from lukewarm beverages and will receive an engraved 64oz growler, which just this week was named "Best in Show" by the Gear Institute, for their outstanding efforts.

### **Hydro Flask Independent Sales Rep of the Year — Winner: Jessica Kim**

"Jessica has done an amazing job for Hydro Flask again this past year," said Hydro Flask's VP of Sports Sales, Tim Rouillard. "She has produced outstanding sales numbers in the Yoga industry with a focus on Bikram Yoga. Being a Bikram Yoga instructor, her relationships with other studio owners has helped us become the leading water bottle in Hot Yoga studios around the U.S. Jessica is also a joy to work with and is genuinely appreciated by all of our account managers for her professional approach to her job."

### **Hydro Flask Sales Agency of the Year — Winner: Sherpa Group Two, LLC**

"As our newest Specialty Outdoor sales agency, The Sherpa Group Two, LLC has quickly and efficiently stepped in and built their territory to be one of the top performers in sales. Not only do they have the top sales people in their territory, they have an amazing support staff in their headquarters," said Hydro Flask's VP of Sports Sales, Tim Rouillard. "We have learned many things from this group over the past year and are proud to say they are our representatives in the Pacific Northwest. We are excited to see this very successful relationship grow in 2013."

Hydro Flasks are sold in over 5,000 retail locations across the U.S., including R.E.I. and Eastern Mountain Sports. Hydro Flask has also partnered with multiple highly respected brands in the outdoor industry such as Columbia Sportswear and the National Ski Patrol.

### **About Hydro Flask**



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

\* Hydro Flask's 64oz double wall, vacuum insulated growler was awarded "Best in Show" by the Gear Institute at *Outdoor Retailer Winter Market 2013*

\* Hydro Flask won PGA Merchandise Show "2012 Product of the Year"

*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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