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For Immediate Release

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HYDRO FLASK® RECEIVES BEST OF BEND AWARD FROM US COMMERCE ASSOCIATION

(New York, NY and Bend, OR) April 10, 2012 -- Hydro Flask®, makers of premium insulated products, has been selected for the 2012 Best of Bend Award in the Camping Equipment & Gear category by the U.S. Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community. Various sources of information were gathered and analyzed to choose the winners in each category. The 2012 USCA Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.

Hydro Flask founder and CEO Travis Rosbach jumped at the news. "We strive to make the best product we can and when we're recognized for our quality, it makes me absolutely beam," he said. "I truly believe Hydro Flask is the best water bottle on the planet. Receiving the Best of Bend Award is a huge testament to this and the confidence consumers have in our products."

The Best of Bend Award is just one of many that Hydro Flask has achieved thus far in 2012. In January, the company was awarded the Best New Product Award at the PGA Merchandise Show in Orlando, Florida, while in February the company claimed the Mountain Mama Outdoor Family Award in the Nursing Mama category. Earlier this week, Hydro Flask was also given the nod by the Green Girl Next Door as one of the best new companies at the Natural Products Expo West 2012 in Anaheim, California.

About Hydro Flask



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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.

CONTACT: Hydro Flask

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About U.S. Commerce Association (USCA)

U.S. Commerce Association (USCA) is a New York City based organization funded by local businesses operating in towns, large and small, across America. The purpose of USCA is to promote local business through public relations, marketing and advertising. The USCA was established to recognize the best of local businesses in their community. Our organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Our mission is to be an advocate for small and medium size businesses and business entrepreneurs across America.

SOURCE: U.S. Commerce Association

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