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For Immediate Release

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Hydro Flask Announces Expanded Distribution of Wide Mouth Water Bottle

Hydro announces the wide release of their latest product for 2010, The Wide Mouth

(Bend, OR) June 18, 2010 - Hydro Flask, producers of double wall insulated stainless steel bottles, announced the wide release of their latest product for 2010, The Wide Mouth. The Wide Mouth met with great success in its limited release this spring and the company is now expanding distribution of the bottle to national and international markets.

The Wide Mouth is available in 5 colors and 12oz and 21oz sizes. It features a larger bottle mouth yet shares the same construction qualities of the Original such as a food-grade 18/8 stainless steel body, vacuum insulation, and an improved rounded base. Both bottles are sweat-proof and BPA-free.

"We are pleased and overwhelmed by the success of the Wide Mouth", says Hydro Flask founder Travis Rosbach, "We didn't anticipate they'd fly off the shelves quite as quickly as they did."

The Wide Mouth was developed to give Hydro Flask customers additional options when filling their hydration and liquid transport needs. It was designed for adding ice cubes, mixing sports drinks, inserting tea bags, and to more easily allow the transferring of soups and hot beverages. Hydro Flasks can be found in grocery stores, outdoor and sporting goods retailers, as well as specialty stores across America. To learn more about the company and where to buy a Hydro Flask, please visit www.hydroflask.com.

About Hydro Flask

Bend, OR based Steel Technology™ formed Hydro Flask™ to create a water bottle that truly performs in every environment. The end result is an 18/8 stainless steel double wall vacuum insulated bottle that is BPA-free. The bottles keep hot liquids hot for at least 12 hours and cold liquids cold for over 24 hours. Hydro Flasks are stylish, durable, lightweight, reusable and are a 100% recyclable alternative to plastic bottles. All bottles come with a lifetime warranty.

The Company simultaneously launched FivePercentBack.org to offer a give back program from proceeds of each flask sold to be put towards a charity selected by the customer. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit FivePercentBack.org.

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