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## NEWS RELEASE

### For Immediate Release

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### SANGRIA FOR THE HOLIDAYS?

September 22, 2009 – (New York, NY) – While the folks at Hydro Flask™ are agnostic about what you put inside their double walled, stainless steel, insulated sports bottles, they thought you might enjoy a little *Sangria* on the outside to spice up your holiday season.

Available in early October, *Sangria* is one of five new colors from Hydro Flask. *Sangria*, a deep red, is joined by icy blue *Everest*; *Blue Spruce*, a rich blue green; *Lychee*, a bold red; and *Orange Zest*, all in Hydro Flask's signature matte finish.

Behind the brightly colored style, lies a foundation of smartly engineered substance in Hydro Flask's 18 and 24 ounce, BPA-free sport bottles. According to co-founder Travis Rosbach, unique functionality is the true hallmark of the company's products.

"We created Hydro Flask to deliver a better water bottle. One that's safe, keeps hot liquids hot and cold liquids cold, and definitely doesn't 'sweat'. We wanted to create a bottle that delivers the taste of your drink, not the bottle itself. And finally; superior product that will last a lifetime," Rosbach said.

Hydro Flask achieves all of these aims through a unique double wall design that is made from extremely durable and inherently BPA-free uncoated 18/8 stainless steel. The thermal magic is provided by the vacuum void between the two walls, which provides exceptional insulation to keep hot liquids hot and cold liquids cold for 24 hours or more. It also prevents condensation, or "sweating" on the outside of the flask. The technology also keeps the bottle from transferring heat or cold from the liquid to your hands so it's always cool to the touch.

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“We’re obsessive about the details of our bottles,” Rosbach said. “From the diameter and shape of the bottle mouth, which we optimized to reduce spillage when drinking while keeping it large enough to accommodate full size ice cubes, to the ergonomics of the finger hole in the lid. We’ve fine tuned every element to deliver a product that our customers will love every time they use them.”

### **5% of All Hydro Flask Sales Go to Charity**

When you buy a Hydro Flask sport bottle, you’re not only doing something good for yourself and the environment, you’re also helping those in need. Hydro Flask donates five percent of all proceeds from the sales of their sports bottles to charities of the purchaser’s choosing through [FivePercentBack.org](http://FivePercentBack.org). Also founded by Rosbach and his partner Cindy Morse, [FivePercentBack.org](http://FivePercentBack.org) aligns with organizations that promote environmental stewardship, healthy lifestyle choices, emergency response, human/animal services and many more that unite people and bring about positive change.

“[FivePercentBack.org](http://FivePercentBack.org) is the most rewarding part of what we do,” Rosbach said. “We’re involved in a number of non-profit organizations and understand that affecting positive change in our world is also important to our customers. Through [FivePercentBack.org](http://FivePercentBack.org) our customers can direct a portion of the proceeds from their purchase to reputable organizations that reflect their own personal values.”

Hydro Flask buyers can direct the contribution from their purchase through a simple form on the [FivePercentBack.org](http://FivePercentBack.org) website. Contributions are tied to the purchaser through their own unique serial number engraved on the bottom of every Hydro Flask bottle.

### **About Hydro Flask**

Build the very best products we can, take care of our customers and give back every possible chance that we can – Hydro Flask mission statement.

Hydro Flask is the creator of high quality stainless steel, double walled sport bottles. They are double walled to keep hot’s hot and cold’s cold. They are stainless steel so as to be 100% reusable, recyclable and all around Earth-friendly. Through our non-profit, [FivePercentBack.org](http://FivePercentBack.org), Hydro Flask donates five percent of the proceeds of every bottle sold to a charity selected by our customers.

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