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900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

**For Immediate Release**

Contact: Lucas Alberg  
541.647.1467  
lucas@hydroflask.com

**HYDRO FLASK® RELEASES LIMITED EDITION 'AMERICAN' BOTTLE**

*Supplier of premium insulated bottles honors Olympic Games with limited edition Hydro Flask*

(Bend, OR) June 28, 2012 – Hydro Flask®, the world's leading supplier of premium insulated double walled products, announced today the official release of the The American 21oz Hydro Flask bottle. The American bottle is a limited edition Hydro Flask featuring a patriotic 2-color screen print of the Stars & Stripes on a 21oz Lychee Red Hydro Flask. Five percent of the profits from American bottle sales will be donated to the United States Olympic Committee, which supports American athletes in the pursuit of their Olympic and Paralympic dreams.

The American Hydro Flask is available in a limited quantity and was made to honor the upcoming 2012 Summer Olympics in London and the United States' athletes participating in the Games. Like all Hydro Flask products, the American Hydro Flask is hand cast from double wall, vacuum insulated food grade 18/8 stainless steel and comes with a lifetime warranty. The vacuum insulation technology keeps contents hot for 12 hours and cold for 24 hours.

Scott Allan, CEO and President at Hydro Flask, explained the importance of the limited edition release. "The Summer Olympics is such a wonderful way to bring together a nation," he said. "With the release of The American Hydro Flask, we wanted to encapsulate this unity and patriotism while supporting the athletes that bring us together. Through FivePercentBack.org and the sales of the American bottle, we'll be donating money to the Olympic and Paralympic athletes themselves through the U.S. Olympic Committee."

The American Hydro Flask retails for \$27.99 and is available for purchase now at [www.hydroflask.com](http://www.hydroflask.com) or through select retailers. To find the store nearest you, visit the Hydro Flask Online Store Locator at <http://www.hydroflask.com/pages/store-locator.html>.



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### **About Hydro Flask**

Hydro Flask® began in the summer of 2009 with the aim of creating a beverage bottle that truly performed in every environment. The end result was the only all-insulated bottle company in the world that exclusively produced double-wall vacuum insulated bottles that are BPA and toxin free. Using only high-quality 18/8 stainless steel, 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 consumer. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).

CONTACT: Hydro Flask

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