



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

Contact: Amy Sharman
206.307.6990
amy@campbellconsulting.com

Hydro Flask® Welcomes New Senior Operations Manager

Rocco Villano to Oversee Inventory Production Management, Outbound Logistics, Demand Planning

(Bend, OR) January 16, 2013 – Hydro Flask, the award-winning* leader in high-performance, insulated steel food and beverage flasks, is proud to welcome Rocco Villano as its new Senior Operations Manager.

Villano, who officially joined the Hydro Flask family January 2nd, knows a thing or two about managing energetic offices. He has 16 years of experience in Operations Management, most recently at Ruffwear Inc., where he served as Global Demand Planner, where one of his many duties included creating Ruffwear's seasonal demand plan and annual sales forecast. In his new role Rocco will be responsible for overseeing Hydro Flask's warehouse and most importantly, making sure customers get their Hydro Flasks in a timely fashion!

It's that extensive experience, says Hydro Flask C.E.O., Scott Allan, which made Villano the best fit. "Rocco's capabilities as a leader and strategic thinker will help us continue to deliver outstanding products to our customers in a timely fashion. We are excited to have Rocco in this demanding key role."

Villano holds a Bachelors degree from Idaho State University in History. In his free time he enjoys spending time with his family, running and fishing (with his Hydro Flask of course!)

About Hydro Flask

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



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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.

* 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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