



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 NEW ADDITIONS TO PRODUCT LINE

Tactical Line offers 3 new earth tone colors while Stainless Steel Flat cap fills out line of accessories.

(Bend, OR) August 29, 2012 – Hydro Flask®, the leader in high-performance, insulated steel food and beverage flasks, announced the launch of The Hydro Flask Tactical Line and Stainless Steel Flat Cap. These products are immediately available via authorized Hydro Flask dealers worldwide.

The new Tactical Line of flasks is composed of three colors: Nite Ops Black, Foliage Green and Coyote Brown. The colors are specified to the exact pantones used by military and service organizations and include a tone-on-tone Hydro Flask logo. The Tactical Line colors are the perfect choice for those looking for a neutral colored flask that will blend in easily with the surrounding environment.

The Stainless Steel Flat Cap was added to the lineup to provide an optional all-steel contact point for Hydro Flask contents. With a PP#5 top and 18/8 stainless steel threading, the Flat Cap is ideal for those who do not want their liquids to touch plastic. Like all Hydro Flask products, the Stainless Steel Flat Cap is both BPA- and toxin-free.

Andi Muzzioli, product manager at Hydro Flask, said the new offerings helped to round out the Hydro Flask line. "The new Tactical Line colors are great for the outdoorsman in the field who wants the same great Hydro Flask technology without the bright colors," she said. "The Stainless Steel Flat Cap fills the void for the purists who demand high performance and all food grade steel contact surfaces."

The Tactical Line Hydro Flasks will retail for \$25.99 while the Stainless Steel Flat Cap sells for \$3.99. All new products are available for purchase online at www.hydroflask.com or through your local retailer. 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 an epiphany on a Hawaiian beach. The end result was the runaway leader in high-performance, insulated steel food and beverage flasks. Using only high-quality 18/8 stainless steel, Hydro Flask delivers what food and beverage containers should have been all along: a flask. They keep hot liquids hot, cold liquids cold, are stylish, durable, 100% recyclable and are backed by a lifetime warranty. Hydro Flask believes that great flasks and great causes go together, and through its charitable arm of FivePercentBack.org™ offers a giveback program that allows consumers to allocate a portion of the 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.

CONTACT: Hydro Flask

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