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**For Immediate Release**

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**HYDRO FLASK® WINS BEST NEW PRODUCT AWARD AT PGA MERCHANDISE SHOW**

(Bend, Ore.) *January 31, 2012* - Hydro Flask®, the first and only bottle producer in the world to exclusively make double-wall vacuum insulated products, was announced today as one of three overall best new products at the 2012 PGA Merchandise Show, January 26-28, at the Orange County Convention Center in Orlando, Fla. Award-winning PGA Professionals and top golf buyers voted Hydro Flask as a top product among new merchandise displayed in the PGA Show New Product Zone. More than 200 products were considered for the category.

Travis Rosbach, president and CEO of Hydro Flask, was excited about the news. "To be singled out among hundreds of vendors and products is quite an honor," he said. "The PGA show has been a great experience for us and the overwhelmingly positive response in Orlando is proving that we are a major player in the golf industry."

Hydro Flask showcased all of its product line at the event, including the newest product, the 18oz wide mouth bottle. The 18oz wide mouth is equipped with an insulated flat cap that reduces the amount of air and temperature escaping from the lid. There is also a coffee-style lid for the 18oz that will be released in April. Each Hydro Flask is hand cast from double wall, vacuum insulated, food grade 18/8 stainless steel, making them BPA free, non-leaching and 100% recyclable.

**About Hydro Flask**

Travis Rosbach formed Hydro Flask® in the summer of 2009 to create a beverage bottle that truly performs in every environment. The end result is the only all-insulated bottle company in the world that exclusively produces double-wall vacuum insulated bottles that are BPA and toxin free. Using only high-quality 18/8 stainless steel that does not need a liner (which can leach toxins), 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 bottle user. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit [www.FivePercentBack.org](http://www.FivePercentBack.org).



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### **About the 2012 PGA Merchandise Show**

The 59<sup>th</sup> PGA Merchandise Show brought together some 1,000 companies and brands along with more than 42,000 PGA Professionals, buyers and industry leaders from nearly 80 countries to introduce the latest in golf equipment, apparel, accessories and services, January 25-28, 2012, in Orlando, Fla. This year's PGA Show was the industry's most comprehensive gathering of manufacturers and influential industry leaders to participate in the event's expansive selection of programs for merchandising, professional development, product testing and peer networking.

PGA Show Week began on Jan. 25, with the 10th anniversary of the PGA Show Outdoor Demo Day at the Orange County National Golf Center and Lodge in Winter Garden, Fla. More than 6,000 PGA Professionals and invited retailers tested the latest products from 100-plus golf equipment, training aids, performance wear and golf accessory companies.

PGA World Golf Hall of Fame member Jack Nicklaus joined PGA of America and industry leaders for the PGA Show Keynote address on Golf 2.0, an industry-wide initiative promoting programs to grow participation in golf. A number of high-profile professional players, teachers and celebrities made special appearances at the PGA Merchandise Show including 2012 U.S. Ryder Cup Captain Davis Love III, Tom Kite, Greg Norman, Lee Trevino, Billy Casper, Ian Poulter, Paula Creamer, Hank Haney, David Leadbetter, Michael Breed, Butch Harmon, Natalie Gulbis, Lexi Thompson, Johnny Damon and Anna Nordqvist.

Comprehensive video reports and blogs can be found at the official webcast at [www.PGA.com](http://www.PGA.com). Golf Channel, a PGA Golf Shows media partner, also provided extensive coverage for consumers at [www.GolfChannel.com](http://www.GolfChannel.com) and presented a prime-time, one-hour PGA Merchandise Highlight Show on Monday, Jan. 30, and will re-air the highlight program on Jan. 31 at 5:00 p.m., Feb. 3 at 1:00 p.m. and Feb. 11 at 5:00 p.m. (all times eastern).