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For Immediate Release

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HYDRO FLASK® AND JAVA JUICE® TEAM UP FOR SPECIAL OFFER

(Bend, Ore.) *March 20, 2012* – Hydro Flask®, producers of premium insulated products, announced today it has teamed up with Venice, California-based Java Juice® for a special promotion to run March 21st through April 30th on the [Hydro Flask online store](#). The limited time offer will include 2 free packets of Java Juice premium coffee extract with every 12 oz. Hydro Flask Standard Mouth Stainless Steel water bottle purchase.

Each packet of Java Juice contains 0.5 fluid ounces (15 ml) of organic liquid coffee extract and is meant for approximately 10-12 ounces of hot or cold water, making it the ideal companion for the 12 oz. Hydro Flask. Because Java Juice comes in liquid form, it's perfect for hot **or** cold coffees, as it does not need hot water to dissolve the product like powder-based instant coffees.

"It's a perfect match," said Hydro Flask owner and CEO Travis Rosbach. "Whether you want a quick, hot coffee on your way into work or a nice iced coffee when you get off the trail, using Java Juice in your Hydro Flask is going to give you a great tasting cup of Joe at the temperature you want it."

Java Juice is a USDA certified organic product and comes in a durable packet with a PSI rating of 200 pounds, making it ideal for throwing in your backpack or your jacket pocket for quick, on-the-go portability. A quick pour into a 12oz Hydro Flask Stainless Steel bottle and coffee is served.

Java Juice owner A. Karno was excited about the match with Hydro Flask. "I'm finicky, but Hydro Flask is the bottle that delivered my 'Goldilocks' moment," she said. "Finally, I can count on my coffee temperature being juuuuust right."



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To take advantage of the promotion, visit Hydro Flask's web site at www.hydroflask.com starting March 22nd through the end of April.

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.

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