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Hydro Flask® Announces Inaugural Golf Sales Rep Award Winner

Matt Ma named "Hydro Flask Golf Sales Rep of the Year"

(Bend, OR) January 24, 2013 – Hydro Flask, the award-winning* leader in high-performance, insulated steel food and beverage flasks, is proud to announce Matt Ma as its inaugural "Golf Sales Rep of the Year" award winner!

"Matt has done a fantastic job pioneering a new brand and product category in the Golf Industry within the state of Hawaii," said Hydro Flask's VP of Sports Sales, Tim Rouillard. "Matt proves himself daily in his ability to sell, communicate professionally, and maintain relationships with all of his customers at the highest level. We demand A++ customer service, and Matt delivers with ease. He is a true gentleman whom is very much respected by all of us at Hydro Flask."

Having proved instrumental in helping save golfers from lukewarm beverages on the golf course, Matt will receive an engraved 64oz growler, which just this week was named "Best in Show" by the Gear Institute, for his outstanding efforts.

Named "Best New Product" at PGA Merchandise Show in 2012, Hydro Flask is quickly becoming a popular bottle among PGA Tour players and golf recreationalists around the country. Hydro Flasks are sold in hundreds of golf courses & golf shops nationwide, including in Golf Galaxy, Roger Dunn Golf Stores and Golfsmith.

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.



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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 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's 64oz double wall, vacuum insulated growler was awarded "Best in Show" by the Gear Institute at *Outdoor Retailer Winter Market 2013*

* 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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