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News Release

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New Platypus® Reusable Hydration Bottle Announced

Platy® SoftBottle™ water carrier offers flexible alternative to hard bottles

Seattle, U.S.A.—Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, today announced the upcoming release of the reusable Platy SoftBottle handheld hydration system. The lightweight, BPA-free bottle is easy to bring anywhere due to its flexible construction and ability to fold flat for convenient packing.

Certified with the Platypus brand Clean-Taste Guarantee™, the Platy SoftBottle water carrier delivers clean hydration in a shape that is easy to hold and drink from. Its multi-layer construction combines a tough and pliable outer layer with a BPA- and taste-free polyethylene lining that resists bacteria build-up over extended use. The refillable bottle is ultralight, weighing up to eighty percent less than traditional hard hydration bottles.

Two cap options are available—a simple Closure Cap or a new dual-valve HyperFlow™ Cap with bite valve that delivers a superfast flow rate. The HyperFlow Cap also features a twist-lock, leak-proof travel valve that shuts down the system during transport, even under pressure.



“People understand that drinking water from a reusable bottle is the right thing to do for the environment” said Erik Flink, Hydration & Water Treatment Division Director for Cascade Designs. “In addition they are looking for BPA-free alternatives. This Platy bottle delivers on both accounts, but unlike hard bottles, it’s extremely lightweight and when empty, can be rolled up and fit in your pocket.”

The Platy SoftBottle water carrier will be available in five colors and two sizes: a one liter and a slim half liter that is designed to fit securely into any standard drink holder. It will be available in stores September 2009.

About the Platypus® Brand

Seattle-based Cascade Designs, Inc. has been the market leader in innovative flexible and modular hydration products for over a decade, designing easy-to-use, taste-free products for optimum performance under the Platypus brand. Unmatched versatility, quality and performance define the Platypus brand collection of BPA- and phthalate-free bottles, hands-free hydration systems, water carriers, insulators, accessories and a pump-free, fast-flow gravity water filter system compatible with Platypus hydration components. The majority of Platypus products are made in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities. For more information on Platypus products, visit www.platy.com.

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