

PRESS RELEASE

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CHICAGO, IL. (December 28, 2006) –Advancing portable hydration further, O2-COOL’s new Mist ‘N Sip™ systems cool consumers inside and out by delivering cool drinking water as well as misting for heat relief.

The Mist ‘N Sip™ X-Treme Bottle (Model 3122) offers a new sleek design and comfortable elastic strap which are great for bicyclists, runners and walkers. The X-Treme Bottle provides up to 1,000 misting sprays and allows consumers to quench their thirst all in the same bottle.

For an instant upgrade to any hydration pack, try O2-COOL’s Mist ‘N Sip™ Misting Attachment (Model 3129). The misting attachment clips to your shirt, providing easy access when you are on the go! The attachment is universal and can be used on almost any existing hydration pack in the market today.

O2-COOL’s Mist ‘N Sip™ Soft Sided Pouch (Model 3128) proves to be the ultimate accessory in portable hydration. Its compact size is perfect for all outdoor activities, and carries up to 26 ounces of water. The adjustable 42 inch belt strap and zippered storage compartment provide ultimate comfort and easy access.

The Mist ‘N Sip™ Hydration Pack (Model 3125) gives consumers the convenience of a traditional hydration pack PLUS a built-in Mist ‘N Sip™ system. The misting unit clips to your shirt, providing for easy and fast access while the backpack comes with extra storage compartments for additional cargo. The big two-liter reservoir is sure to keep you hydrated no matter where you go!

As an added bonus, all Mist N’ Sip™ hydration packs and accessories work with other hydration pack brands, which allow consumers trade up options for their current systems. So whether you are in the straight-away of mile 18, reaching the summit of your climb, or taking a casual stroll, you’ll be sure to keep hydrated!

O2-COOL® is the premier designer, producer and marketer of “cool”, creative, fun and affordable personal consumer goods. We strive to build collaborative partnerships to help serve our customers’ needs. For more information, please call 800-200 COOL (2665) or visit us at www.o2-cool.com.