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**Igloo Coolers Launches New Personal Hydration Line for 2017**

**KATY, Texas – February 29, 2016** - Igloo Products Corp. ("Igloo"), the industry leader in cooler manufacturing, is pleased to announce the launch of its new Personal Hydration Line for 2017.

Igloo's history is deeply rooted in high quality hydration products. For 2017, Igloo will launch a full line of products that incorporate thoughtful and appropriate solutions to meet their consumers' everyday hydration needs. Regardless of where your day takes you or what your needs are, the new Igloo hydration line offers the perfect product for every use.

"Our consumers spoke, and we listened," stated Brandon Stroud, Igloo senior director of product development. "They were searching for the Igloo brand in hydration and not finding us. With this new line we're delivering what our consumers are asking for with the quality, durability and performance that is expected of Igloo."

The Personal Hydration Line spans categories from Housewares to Sporting Goods and Outdoors. The Line features hydration products in a variety of durable materials, including Eastman Tritan, 18/8 Stainless Steel and High Impact Polypropylene. The assortment will deliver Igloo quality performance by way of Vacuum Insulation, Superior Foam Insulation, as well as, dual-walled Tritan technologies—all of which will be available in a variety of sizes.

Igloo Products Corp. is debuting the new Personal Hydration Line by appointment only at the 2016 International Home & Housewares Show, March 5 to 8 in Chicago, IL.

**About Igloo Products Corp.**

Texas-based Igloo Products Corp. is an international designer, manufacturer and marketer of coolers, drink containers and supporting accessories. For 69 years, the Igloo brand has been synonymous with quality, durability and innovation since originating the cooler category in 1947 and remains the number one cooler brand worldwide today. Offering more than 500 different products, Igloo products are sold by more than 110 thousand retail storefronts around the world. For more information, visit [www.igloocoolers.com](http://www.igloocoolers.com).