



FOR IMMEDIATE RELEASE

Cool Gear International Signs Coca-Cola Worldwide Licensing Agreement

Patented beverage containers feature beloved Coca-Cola designs

PLYMOUTH, MASS. (August 19, 2013) – Cool Gear International, [a global leader in housewares and hydration products](#), today announced a three-year worldwide licensing deal with Coca-Cola, bringing the quintessential brand's logo and designs to Cool Gear International's patented hydration products. Cool Gear International's new coolgearcan™ will be the first product to feature the new Coca-Cola designs and will be available for retail buyers in time for the holiday 2013 season, ranging from \$7.99 to \$9.99 MSRP. Additionally, Cool Gear International will be launching an everyday line of hydration and serveware products featuring the Coca-Cola designs for retail purchasing in early 2014.

"The new licensing partnership between Cool Gear International and Coca-Cola will provide an exciting addition of designs to our brand," said Donna Roth, president/CEO of Cool Gear International. "Both brands are iconic in U.S. culture, and we're thrilled we can offer consumers an innovative and easy way to bring both into their lives."

The multi-year agreement between the two international companies will add several different Coca-Cola designs to Cool Gear's signature reusable hydration products, including the top-selling Chiller and new coolgearcan™. The reusable coolgearcan™, launched earlier this summer, features double-wall insulation and a spill-pooof sliding closure. The 16 oz. beverage container can easily be filled with a drink of choice, and is designed to reduce the millions of tons of aluminum waste that end up in landfills yearly. The Coca-Cola coolgearcan™ will be available for wholesale in six different seasonal designs.

Cool Gear International is the leading hydration company in the U.S. and its innovative products reflect a fresh approach in design with trend driven color and style. With more than 200 patents, and available in more than 55 countries, the company has driven the evolution of common beverage vessels to the next level. To learn more about Cool Gear International and its new coolgearcan™, visit www.coolgearinc.com or join the conversation on Facebook at facebook.com/coolgearinc, or on Twitter ([@coolgearinc](https://twitter.com/coolgearinc)).

About Cool Gear International

Since 2000, Cool Gear International, Inc. has served as the leading global designer and manufacturer of innovative hydration and food storage products. With headquarters in Plymouth, MA, Cool Gear International's talented and trendy staff delivers high-quality products at a great value. For more information about Cool Gear International, please visit www.coolgearinc.com.

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