



FOR IMMEDIATE RELEASE

Cool Gear International Signs Coca-Cola Worldwide Licensing Agreement

*Patented Beverage Containers Feature Iconic Coca-Cola Designs
in Time for the Holidays*

PLYMOUTH, Mass. (October 23, 2013) – Cool Gear International, [a global leader in housewares and hydration products](#), has 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™ is the first product to feature the new Coca-Cola designs and is now available for consumers just in time for the holiday season, ranging from \$7.99 to \$9.99 MSRP. The coolgearcan™ featuring the Coca-Cola designs, including the iconic polar bears, are now available for purchase at Kroger and online at www.coolgearinc.com. Additionally, Cool Gear International will be launching an everyday line of hydration and serveware products featuring the Coca-Cola designs for purchase in spring 2014.

"The new licensing partnership between Cool Gear International and Coca-Cola provides an exciting addition of designs to our loyal consumers," 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 this summer, features double-wall insulation and a spill-proof 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™ is offered in six different seasonal designs.

The Coca-Cola coolgearcan™ makes a great holiday gift and is available at Kroger and online at www.coolgearinc.com. Learn more about Cool Gear International, including the new Coca-Cola licensed products, by visiting www.coolgearinc.com or joining 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. Headquartered in Plymouth, Mass., Cool Gear International's talented and trendy staff delivers high-quality products at a great value. With more than 200 patents, and available in more than 55 countries, the company continues to drive the evolution of common beverage vessels and food storage. www.coolgearinc.com.

Media Contact:

Meredith D'Agostino

mdagostino@451marketing.com

(516) 884-7162

###