



Cool Gear International Signs Licensing Agreement with FIFA for 2014 FIFA World Cup™

Leading Housewares and Hydration Company Obtains U.S.A. License for Beverage Products

PLYMOUTH, Mass. (December 4, 2013) – Cool Gear International, [a global leader in housewares and hydration products](#), today announced a licensing deal with Fédération Internationale de Football Association (FIFA). This deal will bring the 2014 FIFA World Cup event marks to Cool Gear International's patented hydration products just in time for the 2014 FIFA World Cup™ in Brazil, June 12 – July 13, 2014. The products featuring the event marks will include Cool Gear International's iconic reusable chillers, tumblers, and new coolgearcan™. The array of hydration products will feature multiple designs and will be available at Dick's Sporting Goods starting this month, Sport Chalet (April/May 2014), World Cup venues and www.coolgearinc.com for \$4.99 to \$15.99 MSRP.

"We're thrilled to be a part of such an exciting worldwide event," said Donna Roth, president/CEO of Cool Gear International. "This licensing agreement with FIFA means we are now able share our innovative products and trendy Cool Gear designs with soccer fans around the world."

Cool Gear's licensing partnership with FIFA, which is the first time the two organizations are working together, covers North America, Europe, Brazil, Columbia, Africa and South Korea. The featured products come in a variety of designs and styles and are an ideal collectible for soccer fans. To learn more about Cool Gear International and its licensing agreement with FIFA, visit www.coolgearinc.com or join the conversation on Facebook at facebook.com/coolgearinc, on Twitter ([@coolgearinc](https://twitter.com/coolgearinc)) and on Instagram at instagram.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.

About FIFA

The Fédération Internationale de Football Association (FIFA; International Federation of Association Football) is the international governing body of association football, futsal and beach soccer. Its membership comprises 209 national associations. Its headquarters are in Zurich, Switzerland. FIFA is responsible for the organization of football's major international tournaments, and most notably the World Cup.

Cool Gear Media Contact:

Meredith D'Agostino
mdagostino@451marketing.com
(516) 884-7162

FIFA Media Contact:

FIFA Media Department – tel.: +41-43/222 7272 or e-mail: media@fifa.org
www.FIFA.com Twitter: @fifamedia YouTube/FIFAtv
FIFA COMMUNICATIONS & PUBLIC AFFAIRS DIVISION / Zurich, 08.05.13

###