

MEDIA RELEASE

16th European Outdoor Exhibition in Friedrichshafen/Germany:

The Katadyn Group rolls out numerous product innovations

Wallisellen-Zurich, July 16, 2009 – **The new motto of Europe’s largest outdoor trade fair is “Innovation and Technology” and it sets its focus on the outdoor lifestyle trend with a special emphasis on sustainable products. This trend is also being followed by the Katadyn Group, which will roll out numerous product innovations in Friedrichshafen from July 16–19. They include the multifunctional Katadyn MyBottle – the perfect drinking system satisfying all needs.**

The new **Katadyn MyBottle** offers unique value inside: In addition to its trendy design and easy handling, its integrated three-stage water filter makes it the perfect choice for active people used to enjoying their autonomy in an outdoor environment. It is available in two variants: as the MyBottle water filter and as the MyBottle drinking bottle.

Katadyn “is going black”, giving its tried and trusted Combi and Mini water filters a new design. The color black symbolizes the high functionality of these filters and gives them a modern, stylish touch. The Swiss cross underscores the unique quality of this product and Switzerland as a production site. **Quality – Made in Switzerland.**

Many outdoor enthusiasts and sportspeople are complaining about the lack of variety in the food they eat on their trips and expeditions in the wilderness. In response to this need, **Trek’n Eat** presents **four new vegetarian outdoor menus**: an Italian Pasta Primavera, an Indian Chana Masala, and a mouth-watering Pesto Salmon & Pasta. The new menu line is completed by the Organic Chili Puree with Vegetables & Hempseed Crisps. These new Trek’n Eat meals contain neither added preservatives nor flavor potentiators. Trek’n Eat will be appreciated by anyone who attaches importance to easy preparation, an authentic taste, a

low carrying weight, and lower fuel consumption when cooking on trips. All the single and double packs of Trek'n Eat now have a shelf life of three years and are supplied in reclosable standing pouches with a filling line.

And what could go better with an appetizing outdoor menu than a refreshing beer? Trek'n Eat is launching a world first with its **non-alcoholic drink powder with beer flavour**.

But some aficionados of extreme sports might find a little beer is not enough. We therefore recommend them to try out our **Peronin** liquid food with added vitamins and minerals, which now also comes with a new **Orange flavor**.

And last but not least, the popular **Optimus cooksets** have been totally revised and jazzed up with a fresh green Optimus look.

The Swiss Katadyn company is the world's Number One for individual water purification systems and products, with a global market share exceeding 50 percent. Katadyn has been developing water filters, chlorine and silver-based sterilizing agents, and mobile desalinators for the trekking and marine markets for over 80 years now. Numerous international relief organizations and special army units rely on the products of Katadyn for survival and life saving. The company has further diversified by adding two other outdoor market brands: "Trek'n Eat" – the Number One for outdoor and expedition foods in Europe – produces high-grade, freeze-dried specialty rations. The Swedish Optimus company – producer of outdoor stoves and accessories – joined the Katadyn Group at the end of 2007.

Katadyn is headquartered in Wallisellen-Zürich, Switzerland, and operates subsidiaries in Germany, France, Sweden, the U.S.A., and Singapore. The group employs some 100 persons worldwide.

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