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FOR IMMEDIATE RELEASE

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BIKE PRO USA ANNOUNCES THE AVAILABILITY OF ITS NEW AND UNIQUE COOLBACK SUSPENDED WATER HYDRATION SYSTEM

(Phoenix, AZ)-- Bike Pro USA, a leading Phoenix-based manufacturer of bicycle bags, travel cases, panniers, and fanny packs announces the addition of its new COOLBACK™ suspended hydration system to its marketing line.

“Our patented suspension system is one of the most uniquely designed water hydration systems in the world,” said John Petri, National Sales Manager for Bike Pro USA. “Other hydration systems sit directly on your back, making them hot, heavy and uncomfortable. The COOLBACK’s™ unequaled ergonomic configuration provides a durable, comfortable fit that will be appreciated the very first time it’s tried on.”



The COOLBACK's™ distinctly arched design keeps airflow between the user and the water pack, creating a sturdy feel without the discomfort of other water packs. The light-weight, rugged construction comes in two functional styles and has been designed, tested, and manufactured in Phoenix at the Bike Pro USA facility.

Bike Pro USA is one of the industry's leaders in travel cases and bicycle bag accessories. For more information on Bike Pro's COOLBACK™ or other full line of bags, packs, and travel cases, please call John Petri at 602-272-3588.