



**FOR IMMEDIATE RELEASE**

## **Think outside the bottle cage!**

*Announcing SipStream – The world’s most advanced  
bike-mounted hydration system*

**Bethesda, Maryland – August 21, 2009** – Rider Sports Innovations, Inc. announced today that after more than 4 years of research and development, Sip-Stream – an innovative bike-mounted hydration system – is now available and will be offered for immediate shipment at the upcoming Interbike show in Las Vegas.

Sip-Stream consists of a specially-designed, patent-pending bottle and bottle cage system that seamlessly and simply attaches to a fully-adjustable drink tube mounted on a bicycle’s stem or handlebar. The result is a lightweight, aerodynamic, and nearly effortless drinking system that can easily be customized for nearly any rider and any bike.

Though the triathlon market has been the first to embrace SipStream – where its aerodynamic benefits are the primary selling point – Rider Sports President Jeremy Rider believes there is appeal for all cyclists. “We think it’s a game-changer,” says Rider. “There’s nothing on the market that comes close to its flexibility and functionality. It works on nearly any bike, allows you to carry your water on your bike not on your back, and is simply a faster, safer, better way to stay hydrated.”

Years of research and development went into the design of SipStream. The company’s primary goals in developing the product were to create a hydration system that is:

- Lightweight and aerodynamic.
- Simple and easy to install on any bike.
- Infinitely customizable for various bikes, riders, and riding styles.
- Designed for easy and efficient "on-the-fly" bottle-swapping.



Rider says his inspiration for the SipStream was simple. “Let’s face it, reaching down to pull a bottle out of a cage while riding along at 20 mph puts you in both a non-aerodynamic and very vulnerable position. Pretty much every veteran cyclist has witnessed an unfortunate ‘water bottle incident’ before,” Rider says. “And while CamelBaks and other bladder systems are great for walking, hiking, and backpacking, it just doesn’t make sense to carry your water on your back when you can carry it on your bike.”

**RIDERSPORTS™**  
**INNOVATIONS**

In short:

- Bottle cages put you in an unsafe and non-aerodynamic position.
- Camelbaks are uncomfortable and impossible to swap-out on the fly.
- Other "triathlon-specific" systems only work on specific bikes, aren't adjustable, and are difficult or impossible to swap-out or refill.

Sip-Stream solves all these problems in a lightweight, simple, inexpensive and fully-adjustable hydration system.

For more information, visit [www.sipstream.com](http://www.sipstream.com).

# # #

**Exhibiting:**

**Interbike – Booth #419**

Las Vegas, Nevada

September 23-25, 2009

**Contact:**

**Jeremy Rider | President**

Ph: 301-395-3646

Fx: 301-320-4250

[jrider@rider-sports.com](mailto:jrider@rider-sports.com)

