



FuelBelt Inc. is a manufacturer of hydration products for runners and triathletes. The FuelBelt is a knit elastic band that wraps around the athlete's waist and is fastened with Velcro. They can hold up to eight, 6-ounce flasks.

Years before he would go on to be the founder and CEO of FuelBelt Inc., Vinu Malik was a college sophomore suffering from chronic fatigue syndrome. In 1986, Malik picked up a triathlon magazine and wanted to be like the athlete on the cover. Malik slowly began to recover from his illness and he decided to enter his first triathlon in Cape Cod and finished 64 out of 67 contestants.

In 1998, Malik was at a triathlon in the Canary Islands and saw a contestant's homemade hydration system and it sparked his interest. After the race Malik began tinkering with his own hydration system and later in the year FuelBelt Inc. was launched.

In 1999, Malik started sending his FuelBelts to the world's top ranked triathletes and their agents and soon his product was being seen in pictures and on television. Before long, FuelBelts were on every runner and endurance athlete and in 2009 FuelBelt was named to the Inc. 5000 fastest growing companies.

To learn more about FuelBelt Inc., visit www.fuelbelt.com.