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JULBO PRESS KIT FALL 2011 AND SPRING 2012

Julbo Eyewear

2011 Outdoor Retailer Summer Market Booth #7044

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- **Julbo Streamlines Technology and Design with New Performance Sunglass that Leaves its Competition in the *Dust***
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Julbo Streamlines Technology and Design with New Performance Sunglass that Leaves its Competition in the *Dust*

WILLISTON, VT (August 4, 2011) – [Julbo](#), offering world-renowned optical quality since 1888, introduces a new performance sunglass to its stable for Fall 2011. The **Dust** enhances Julbo’s performance collection by offering a very multi-functional model for cross training athletes in endurance sports such as running and cycling.



Lightweight and durable, the Dust’s new minimalist design is available with either Julbo’s rapid photochromic Zebra lens or with an interchangeable lens set.

Julbo’s trusted Zebra lens is proven to excel in many conditions regardless of the temperature or time of day due to its anti-fogging coating as well as its flawless photochromic technology made from NXT® that transitions automatically from a high contrast Category 2 to dark Category 4 in brighter light conditions, MSRP \$160. For a more customized lens option, the Dust will also be available with an interchangeable lens set that includes three lens options: Julbo’s Spectron 1, polarized, and clear, MSRP \$130.



A cool new bright blue color will make a bold introduction with the new Dust model. This blue color SKU will also be offered in Julbo’s [Run](#) and [Whoops](#) sunglass models.

Please visit the [Julbo social media release](#) site and Julbo’s [Blog](#) for up-to-date company news, featured products, video, news from sponsored athletes, and much more.

For additional information on Julbo eyewear, visit [Julbo’s website](#) at [julbousa.com](#) or call 800.651.0833.

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Julbo Introduces New Children’s Sunglass Designed Specifically for Outdoor, Adventure-Seeking Kids

WILLISTON, VT (August 4, 2011) – For Fall 2011, [Julbo](#) expands its collection of high quality, protective eyewear for children with the **Piccolo**. The new model is designed specifically to meet the needs of active and adventure-seeking kids who are constantly playing outdoors.

Because it takes about 25 years for mature capacity for ocular protection to develop, kids need the best possible eye protection available. With so much exposure to UV rays, kids eyes need just as much if not *more* protection from the harsh, damaging UV rays as adults. [Julbo’s kids sunglasses](#) provide top-notch eye protection for children while keeping them comfortable and stylish.

Julbo’s new Piccolo model is available with Spectron 3 lenses or Julbo’s Polar Kids polarized lens. All lenses are Optical Class 1, offer 100-percent protection from UVA, B and C rays and are incredibly durable, lightweight, and shock resistant.

The **Piccolo** is designed for eight- to 12-year-old adventurers. This performance sunglass model pledges perfect hold and protection for any excursion. The Piccolo resembles adult frames with a mature style and advanced lens technology. The Piccolo is available with either Julbo’s polarized Polar Kids lens (\$50) or the Spectron 3 lens (\$40).



Julbo offers a complete line of high quality, protective eyewear for children from infants to teens. To see the complete collection, please visit www.julbousa.com.

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Julbo Introduces New Floating Adult Sunglass Model

WILLISTON, VT (August 4, 2011)- For more than 120 years Julbo has innovated and offered highly performing and trusted eyewear for active users. Julbo understands the environments in which its customers recreate, and for Fall 2011, Julbo is proud to introduce a new floating adult sunglass, the **Dolphin**, designed specifically for watersports enthusiasts.

The Dolphin offers 100-percent protection from harmful UVA, B, and C rays with Julbo's polycarbonate polarizing Spectron 3+ lens, and wrap-around coverage. And if the Dolphin does get dropped in the water, then the floating temples will help the shades stay afloat.



Two colorways (Black/Black and Black/Yellow) will be available for Fall 2011, MSRP \$100.

Julbo currently offers a junior version of the new Dolphin called the [Sailor](#). The Sailor has been a popular choice in Julbo's leading children's line. The Sailor is recommended for kids ages 10- to 13-years-old. Since 2010, the Sailor model

has obtained much interest for all watersports-active kids as well as traveling families on lake and beach vacations. With the introduction of the Dolphin, now the whole family can enjoy floating and stylish watersports eyewear from Julbo.

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No Limits for Julbo Eyewear's New 'Ultra' Performance Model with Innovative Zebra Light Lens

WILLISTON, VT (August 4, 2011) – [Julbo eyewear](#), offering world-renowned optical quality since 1888, introduces a new performance model, the **Ultra**, as an optical performing ally to those who can last the distance and push themselves to extreme limits. The Ultra will feature Julbo's new photochromic NXT® **Zebra light** lens and hit retail in late summer 2011.

The Ultra epitomizes Julbo's technology and design excellence, and combines collective feedback from trail running and mountain biking professionals. This new sunglass model meets the demands of any lighting and weather condition, anytime and anywhere.

The Zebra Light lens is hyper-reactive from dawn to dusk, making it ideal for riding, running, or hiking between tree-covered trails and wide-open valleys. Continually enhancing the Speed range furthermore, the photochromic lens can adapt to varying light conditions from Category 1 (80 percent visible light transmission) in low light conditions to Category 3 (15 percent visible light transmission) in brighter light, with no strain on the eye whatsoever, in less than 20 seconds.



Lightweight and practically unbreakable, the durable, soft and rimless constructed Zebra Light lens values itself with a unique performance feature as it reduces the chance of facial injury in a fall or crash, but will not shatter or crack if the sunglasses are dropped.

In addition to the superior anti-fogging, photochromic Zebra Light lens, the Ultra is extremely lightweight and allows complete air circulation but avoids fogging with its aerated full venting structure. The curved wrapping temples and Grip Tech temple inserts make for the perfect hold for sharp repetitive motions, as well as the ultimate comfortable fit.

For the performing athlete looking for sunglasses to liberate your field of vision from morning to night with sharpness, comfort and protection, the Ultra will go the distance, at any time and in any condition. MSRP \$180.

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