



***** FOR IMMEDIATE RELEASE*****

adidas Eyewear releases new ambition ophthalmic collection

adidas Eyewear is proud to present Ambition, its new, sport-inspired ophthalmic collection. Speaking to the active-lifestyle consumer, and incorporating high-end materials and innovative technologies, Ambition delivers the style, durability and comfort that consumers have come to appreciate from adidas Eyewear's sports performance sun products.

"Ambition is the first collection to bring the benefits of true sport performance features to the optical segment. Like consumers' other favorite technologies, Ambition offers the look, convenience, and reliability that will quickly make it essential to their lifestyle," said Rocky Fresh, Brand Manager – USA for adidas Eyewear.

All Ambition models feature the new Hybrid Memory Hinge™. This unique, lightweight and extremely durable hinge construction adapts to the wearer's head size without pressure, and is designed to always return to its desired position. This ensures comfort for the consumer and minimizes the need for frequent readjustment and alignment of the temples by the eye care professional.

The temples are made of Performance Steel™ wrapped in an integrated cover of SPX™ and Traction-Grip™. Their lengths can be adjusted and the ends can be hand contoured to fit as paddle temples or bent behind the ear. To complete a proper custom-fit, the SPX™ Ambition models incorporate individually adjustable Ergo-Grip Nose™ pads.

"The fresh look and innovative design of Ambition will differentiate the offerings of our independent ECP's from their competition," said Jeff Ravreby, US Optical Division Manager for adidas Eyewear. "Having this ophthalmic collection is a must for any optical practice serious about serving its sports-minded clientele."

The initial release of the Ambition features 4 SPX™ fullrim models and 2 nylon models made of Performance Steel™ and SPX™. The collection offers both 5-base and 8-base models, further differentiating this new line from other ophthalmic products. The two nylon models are 5-base, while the SPX™ fullrim collection has two 5-base and two 8-base models.

The 8-base frames, which are often preferred in sport sunglasses, again speak to the sports-minded consumers that the Ambition collection will attract. The dynamic shape and maximum field of vision allow individuals to express their sporting lifestyles both on and off the field.

Accompanying Ambition is a compelling product presentation and communication campaign that truly conveys the sport inspired design of the collection. The unique 12 piece rotating fixture and the intriguing highlight display serve to showcase Ambition and its refreshing new approach to ophthalmic eyewear. Furthermore, the POS assortment includes visually appealing posters, image cards, and window displays, all of which feature athletes in the black and white adidas motif and attract the attention Ambition deserves.

About adidas eyewear

adidas eyewear is a globally licensed brand of Silhouette International Schmied A.G., headquartered in Linz, Austria. Silhouette is one of the world's leading innovators and manufacturers of high-quality eyewear. Under the adidas trademark, Silhouette designs, manufactures and distributes adidas eyewear to thousands of eyecare professionals in more than 60 countries. adidas eyewear is distributed in the United States by one of Silhouette International Schmied A.G.'s wholly owned subsidiaries, Silhouette Optical, Ltd., located in Green Island, New York. For more information, visit www.adidas.com/eyewear.

###