

FOR IMMEDIATE RELEASE

CONTACT:

Dawn Klimaszewski, Maui Jim®

TEL: 309.683.1931

FAX: 309.683.2088

E-MAIL: dklimaszewski@mauijim.com

**MAUI JIM RELEASES MAUI READERS
POWER WHERE YOU NEED IT**

Lahaina, Maui, July 26, 2007 – Maui Jim Sunglasses is about to help you see the world even better than they already have with the release of Maui Readers! Available on August 6, 2007, they will be available in two MJ Sport styles—Ho’okipa and Makaha, and will retail for \$199 in the U.S.

Whether you are reading at the beach or pool, searching a road map, scanning a menu, or tying a lure, Maui Readers provide power where you need it. Maui Jim’s unique design features a reading segment that is encased in polycarbonate and positioned to optimize distance views, while giving you near power when you need it.

Offering the patented glare and UV protection of PolarizedPlus®2, Makaha and Ho’okipa are now available in Neutral Grey and HCL Bronze lenses with add powers of +1.50, +2.00, and +2.50. Each frame is available in gloss black or constructed from Grilamid TR 90, which is characterized by its extreme bending strength, toughness and lightness.

Available in both styles, Maui Jim’s patented PolarizedPlus2 starts by vanquishing the glare. Then it moves on, enhancing the “peaks and valleys” in the visual spectrum and boosting the quality of the color we see naturally by using 3 rare earth elements. The multi-layered lens design allows more usable light to be transmitted to the eyes. The result is visual acuity, contrast and color that is unrivaled.

“As our loyal customers mature, we want to offer our superior sunglass to them with the most advanced polarization technology on the market. We want them to be able to read outside with the acuity, comfort and protection of PolarizedPlus2”, says Chris Abbruzzese, Vice President of Marketing and Customer Care. “Often times, you see people putting their sunglasses on under their readers so they can read outdoors. We want to eliminate that problem for them.”

A complete retail support program is available to introduce Maui Readers and includes a beautiful Counter-top showcase that features a 12-piece spinner, locking doors on two sides, signage, and a mirror with a built in Polage to engage customers.

With twelve offices worldwide including Peoria, Illinois and Lahaina, Hawaii, the company is recognized as one of the foremost leaders in sunglass polarization technology and glare protection.

Optical and sunglass retailers should call 888 Maui Jim (628.4546) or go to mauijim.com for more on Maui Jim Sunglasses.

###