



FOR IMMEDIATE RELEASE

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Forget Castro, Smith Optics Has the New Embargo

Ketchum, ID (For Immediate Release) As the sun climbs higher above the horizon and the water warms at the beach, Smith Optics is breaking the stranglehold at the port of fashion, introducing the all new Embargo. This spring comes a piece which represents the perfect blend of men's sport and fashion design by the revolutionaries at Smith. Bold lens profiles coupled with subtle but distinct surfacing details make the Embargo a modern, clean, tough looking sunglass—something every guy wants.



Embargo in Cash Blue Brown

Technology) Optics which ensure distortion-free vision through a precise thinning of the lens from the center to the edges in order to allow light to pass into the eye in perfect focus.

Available this spring in Black with Polarized Gray lenses (\$119), Tortoise with Polarized Brown (\$119), Chemical Strip with Polarized Brown (\$119), Black with Gray lenses (\$90), and Cash Blue with Brown lenses (\$90) the Embargo beckons you to forget the noise and step into something fresh, new, and clean.

As with all Smith products the Embargo is backed by with a true Lifetime Warranty.

ABOUT SMITH: Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, goggles and helmets. Smith's devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. **Performance. Style. Smith. Solid.**



Embargo in Black Polarized Gray

Constructed from durable and comfortable Grilamid TR90 nylon, the Embargo is sculpted to fit a wide range of face and head sizes with immaculate comfort. Backing their reputation as the finest quality eyewear purveyors in the world, Smith has utilized 8 base Carbonic lenses with their reputed TLTT™ (Tapered Lens



Embargo in Chemical Stripe Polarized Brown



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