



SMITH
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For Immediate Release

The Hustle

Fusing Style and Performance

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Emerald Ink and Dagers

is complimented by eight sky-facing exhaust ports controlled by a low profile, three stage Regulator™ to guarantee unmatched climate control. Eight more side-vents are built into the Hustle controlled by means of removable vent plugs.

Because we all get smelly when we skip the shower to get first tracks, Smith has fitted the Hustle with an X-Static® performance lining which eliminates odor, regulates temperature and minimizes the chances of static getting control of your wig when you break for lunch. To ensure a correct and comfortable fit, Smith has added its Helmet Fit System™ (HFS) to complete the package.

This next-generation helmet also features snap-fit ear pads, a removable Goggle Lock™ and weighs in at a scant 565 grams (20 oz). Available in Skullcandy™ Twin-Tip™ phone/audio and Skullcandy™ Bluetooth® phone/audio versions, the Hustle meets ASTM F 2040 and EN 1077 safety ratings and is backed, like all Smith products, by a no-nonsense, true Lifetime Warranty.



Navy Grandstanding

For Immediate Release (Ketchum, ID) Building on the success of its Variant and Holt snow helmet designs, Smith Optics has taken the performance elements of the former with the irreverent style of the latter, tossed them into a cocktail shaker and poured out the Hustle, a no nonsense helmet that reeks of the big mountain and the park. Eliminating the paradox of looking either like an FIS racer or not protecting your gray matter for another season, the Hustle promises to bring a whole new crowd of skeptics into the true benefits of wearing a helmet on the mountain.

The Hustle keeps the bean safe and sound via its Bombshell™ ABS construction and features the AirEvac2™ ventilation system, a proprietary technology that keeps air moving seamlessly from your goggle through the top of the helmet. This



Matte White

The Hustle is available in Matte Black, Matte White, Matte Graphite, Chocolate Check, Navy Grandstanding, Emerald Ink and Dagers, and Matte Black Day of the Dead for and will hit retailers with an SRP of \$120 (no-audio), \$150 (Matte Black-Skullcandy™ Twin-Tip phone/audio) and \$300 (Matte Black-Skullcandy™ Bluetooth® phone/audio). Audio kits are also available a la carte.

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.**