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For Immediate Release

The Talent

Apparently America's Got It, Do You?

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Ketchum, ID (January 1, 2008) Hotter than Hoisin sauce on a deep fried eggroll, the Smith Optics Talent hits the streets with eye-catching styling and a slightly mischievous demeanor. The Talent oozes sophistication with its rich handmade acetate frame material but doesn't forget the party girl with its accentuated curves thanks to a 10x4.5 Toric lens. The Talent is a glass that is at once elegant and eye-catching and is as easily dressed up as it is down.



Talent Black Gray

"The Talent came about from a desire to mix eras in our approach to design. This piece strikes a harmony between modern styling with the radical Toric lens curve and a classic girl look from the light balance of frame mass to overall size," said Joel Bernbaum sunglasses product manager for Smith.



Talent Smoke Polarized Gray Gradient

Offered in lush colorations including Smoke with a unique polarized Gray Gradient lens (\$139), Brown Stripe with a Brown lens (\$109) and Black with a Gray lens (\$109), the Talent's curvaceous appeal is appropriate for

an early evening date, a run for the waves, or hiding the result of an all night disaster of club hopping. The Talent features Smith Syntro™ lens construction complimented by the precise optical clarity of Smith's TLT (Tapered Lens Technology) Optics™ which completely eliminates distortion and provides 100% protection from UVA/B. As with all Smith Optics products, the Talent is backed by a true Lifetime Warranty.



Talent Brown Stripe Brown

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, ophthalmic eye wear, ballistic eye wear 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.**