



INTEGRATE
PERFORMANCE & STYLE

NEW SUNGLASS
SPRING 2010

for immediate release

THE FORUM STYLE AND PERFORMANCE

The Forum from Smith Optics integrates award winning optical clarity with classic design for a surprisingly lightweight and high performance sunglass. Carbonic Lenses with optically perfect Tapered Lens Technology (TLT Optics) are wrapped in a nearly indestructible Grilamid TR90 frame fitted with Hydrophylic Megol nose and temple pads. Styled for a timeless look and finished with the attention to detail that you expect from Smith, the Forum is a perfect choice for the person looking to get the most out of their eyewear. Like all Smith products, the Forum is backed by Smith's True Lifetime Warranty.



FORUM IN BLACK



FORUM IN MAHOGANY



FORUM IN MATTE SAGE

FEATURES //

// MEDIUM FIT LARGE COVERAGE

// GRILAMID TR90 FRAME

// HYDROPHYLLIC MEGOL TEMPLE AND NOSE PADS

// CARBONIC TLT LENSES

// 8 BASE LENS CURVE

// FRAME MEASUREMENTS 61-18.5-130

MSRP:

BLACK WITH POLARIZED GRAY GREEN \$119

MAHOGANY WITH POLARIZED BROWN \$119

MATTE SAGE WITH POLARIZED GREY GREEN \$119

More: www.smithoptics.com

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, snow and motorsports goggles, snow helmets, and ophthalmic eyewear. 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.