



SURVIVAL OPTICS SUNGLASSES
5289 EAST BAY BLVD.
GULF BREEZE, FL 32563

TELEPHONE: 850.932.2242

Dear Purchasing Agent,

Thank you for allowing me the opportunity to review the Survival Optics Sunglasses (SOS) product line. Our slogan is "Leading Technology at Half the Price!". Our marketing strategy is simple. Provide **sensible pricing** on innovative performance eyewear, backed by a lifetime warranty. Since 1998, SOS has continued to lead the sports eyewear industry with price structures well below those of our competitors.

One of the great features of our products is the exclusive **Lifetime Warranty**. Our warranty has the customer return the product directly back to Survival Optics for all replacements and exchanges. This relieves the retail merchant of all warranty obligations.

Technology features include **shatterproof polycarbonate lenses** providing the best optical eyewear protection in the industry. Survival Optics polycarbonate lenses surpasses the stringent U. S. Governments (ANSI Z87.1) sunglasses standard for impact resistance. Our Composite Shock Frames (CSF) are designed to endure serious punishment. The non-slip cushioned rubber temple tips provide motion stability and minimize bounce. SOS lenses are scratch resistant; optically correct, provide crystal clear vision and state-of-the-art UVA/UVB absorbency protection.

Survival Optics has become widely accepted throughout the sports sunglass industry and our products are rapidly growing in popularity. SOS Eyewear can be found in retail outlets nationwide to include retail giant "**Champs Sports**" and their affiliate "**Foot Locker**". Our products can also be found on many online retailers to include **Peepers.com** and we are currently being considered as a new vendor for **NASCAR**, **AAFES** and **Sunglass Hut Australia**. Additionally, Survival Optics has been awarded exclusive licensing with **The U. S. Army Ranger Association**, as their officially licensed branded eyewear.

Survival Optics continually strives to meet the demands and needs of specialized sports markets. Currently in production are four new sport specific sunglass lines. Dive Optics Polarized Eyewear for sport scuba divers. Sightlines Golf Interchangeable Lens Eyewear for recreational and professional golfers. Gripz Motorcycle Eyewear and Goggles for motorcycle enthusiasts and RaceDay Optics for the rapidly growing race fan market. All four Survival Optics product lines will be available in August 2003. Additionally, in the spring of 2004, SOS will debut new product lines for the fishing, boating and water sports markets.

We appreciate your consideration in reviewing our products and look forward to becoming one of your future vendors. We have enclosed our catalog and purchasing proposal packet details for your evaluation. Please take time to review the many features and benefits that Survival Optics provides the consumer and merchant alike. Customers appreciate the Survival Optics styling, performance, warranty and our sensible pricing. We are confident that you will appreciate our price points and sensible pricing structure that provides you a generous **200 to 300 percent profit margin**.

Please feel free to use the printed order form or contact us via our toll free number **800.613.3186** to place a telephone order. A member of our friendly sales team would be happy to assist you.

Sincerely,

David Hallman
President, CEO
Survival Optics Sunglasses

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