



NEWS RELEASE

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MAUI JIM® SUNGLASSES BREAKS INTO CHINA

Maui Jim® Sunglasses is proud to announce that it has launched its collection of premium eyewear at the new Beijing Capital International Airport Terminal 3 and Shanghai Pudong International Airport Terminal 2.

Sunrise Duty Free opened its fashion and accessories area at Beijing T3 on 26th March and their sales personnel are reported to be enthusiastic about featuring Hawaii-born Maui Jim® Sunglasses in the collection. Intensive staff training, which Maui Jim deems essential to success in travel retail, started on 26th February.

Maui Jim is firmly committed to understanding the precise needs of its customers - their lifestyle, leisure pursuits and local environment - to ensure that the choice of sunglasses is based on suitability as well as style.

A selection of Maui Jim Sunglasses in their beautifully crafted display case is also being launched by Sunrise Duty Free in Shanghai Pudong Airport this week

Maui Jim is the fastest growing manufacturer of polarised sunglasses in the world and currently offers over 70 frames from classic to super-sporty in three lens colours, all constructed in a variety of robust, lightweight materials.

The reputation of Maui Jim® Sunglasses rests on their technical excellence and the unrivalled glare protection of their patented PolarizedPlus®2 lens construction.

Maui Jim has just added four new extra-large frames to the collection - Akoni, Bamboo, Kai and Topsail - which reflect today's demand for large frames and also two trendy wide-temple designs - Kukuna and Nalu - combined as always with Maui Jim's superior lens technology.

They join an exciting array of styles, several of which are designed to suit wider face shapes with adjustable nose pads and wider bridges which has made them very popular with many Asian nationals.

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Ben Arriola, Manager Duty Free Sales Asia and Australasia, Maui Jim said, "We are very excited to have achieved listings at Beijing and Shanghai and we look forward to launching Maui Jim Sunglasses in the Chinese market. With our superb reputation for technical excellence and a large range of fashion and sports styles, many of which are adjustable for a perfect fit, we believe we have an excellent product to offer this diverse and increasingly sophisticated market."

For further product details consult www.mauijim.com.

Maui Jim Sunglasses will exhibit at IAADFS Duty Free Show of the Americas (6-10 April, Fort Lauderdale) and TFWA Asia Pacific (13-15 May, Singapore).

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Photo caption: Maui Jim® Sunglasses 36-piece Tower Display installed by Sunrise Duty Free in Beijing Capital Airport's new Terminal 3.

Press enquiries:

Essential Communications
Kate Appleton

Email: kate.appleton197@btinternet.com
kate@essentialcommunications.org
Tel: +44 1784 434666

Trade enquiries:

Maui Jim Sunglasses
Giles Marks
One Aloha Lane, Peoria, IL61615, USA

Email: gmarks@mauijim.com
Tel: +1 905 338 5524