



For Release

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Flying Fisherman® Adds New Lens Options to Magnum Style
Mirrored Lens Finish Is Salt Water Friendly

Islamorada, Florida Keys. After months of field testing in the Florida Keys, Flying Fisherman® has added new lens options to its popular **Magnum** model. Introduced earlier this year, and quickly becoming a top seller, the Magnum is now available with 3 new mirrored lens treatments. Field testing included attaching prototypes of the sunglasses to bow rails of charter boats in Islamorada -- for up to 4 months -- for unprotected exposure to the harsh saltwater elements. Results showed the newly improved lens coating was four times more durable than most all comparative products. The choice of hard core anglers, the Magnum offers unbeatable coverage, extra wide temples to eliminate side glare, and extremely durable TR90 Grilamid frames that are extra lightweight for all day comfort. The new models include black frames with silver or blue mirror over smoke lenses, and tortoise frames with green mirror over amber lenses. Non-mirrored options are Black frames with smoke or vermillion lenses, or Crystal Rust frames with amber lenses. Suggested retail is \$59.95 - \$69.95.

In addition to providing 100% coverage from harmful UVA and UVB rays, the Flying Fisherman® polarized PC RhinoLens™ delivers virtually indestructible polycarbonate protection and perfect optical quality. And, the AcuTint™ lens coloring system enhances visual clarity and the ability to spot fish and other structure with a select blend of pigment, designed to eliminate glare and enhance contrast without distorting natural colors.

All Flying Fisherman® products, along with testimonials, dealer locator and more are available for review at www.flyingfisherman.com.

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