



**For Immediate Release**

## **OPTICSPLANET, INC ANNOUNCES PARTNERSHIP WITH MAUI JIM SUNGLASSES**

**Northbrook, Illinois – May 18, 2011** - OpticsPlanet, Inc. (<http://www.opticsplanet.com>), the world's largest specialized [retailer of sunglasses](#), telescopes, microscopes and other optical products is pleased to announce its partnership with Maui Jim, and the immediate availability of [Maui Jim sunglasses](#) and eyewear accessories at both OpticsPlanet and EyewearPlanet.com.

Over the years, [Maui Jim](#) has become known as one of the world leaders in sunglasses style and innovation. Back in 1980, a small company selling sunglasses on the Lahaina beach saw a need for technology that could combat bright Hawaii sunlight and harmful UV rays, while retaining the colorful world of the island. In 2004, Maui Jim upgraded its industry-changing PolarizedPlus2 lens to offer an unrivaled combination of protection and performance for your eyes. This revolutionary lens technology features patented color-enhancing treatments based on rare earth elements to amplify the colors of surroundings. Maui Jim also offers MauiReaders and MauiPassport prescription eyewear featuring the same coatings and high level performance as Maui Jim's popular non-prescription models. In 2008, the sensational MauiHT lens was developed, providing clarity in low-light conditions. Every pair of sunglasses made by Maui Jim is the result of years of research and commitment to the highest standards of fashion and functionality.

Maui Jim Men's and Women's sunglasses feature a wide variety of frame colors, styles, and lens materials. Today, Maui Jim offers over 70 models of sunglasses and is the fastest growing provider of polarized eyewear in the world.

### **About OpticsPlanet, Inc.**

Based in Northbrook, Illinois, [OpticsPlanet](#) is one of the largest online retailers of eyewear, with a wide selection of sunglasses, goggles, prescription eyewear, eyeglass frames and more. OpticsPlanet offers state-of-the-art product knowledge, exceptional customer service, and an outstanding eyewear selection across multiple online channels: [www.OpticsPlanet.com](http://www.OpticsPlanet.com), [EyewearPlanet.com](#) and <http://www.OpticsForYou.com>.

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