



## Tifosi Optics Shines in Spring Buyer's Guides

Stock up on the Ventoux now!

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Tifosi Optics Ventoux Shines in Spring Buyer's Guides

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Hi Brian,

The editors love them, the pros are wearing them and we know your customers will be buying them. Find out why the hottest style for Spring is the Tifosi Optics Ventoux by stocking up today.



### Tifosi Optics Ventoux Shines in Spring Buyer's Guides



Chilly mornings may still be driving people indoors, but spring buyer's guides have outdoor enthusiasts across the country dreaming, planning-and buying- for the upcoming season.

Thanks to editorial reviews in Backpacker and Bicycling magazines, the Tifosi Optics Ventoux will be included in those spring dreams for thousands of enthusiasts.

New for 2008, the Ventoux combines broad lens coverage with what Backpacker describes as a "form fitting shape that doesn't pinch." Bicycling lauded the Ventoux's adjustable ear and nose pads as well as its interchangeable lens capability.

Both testers appreciated the Ventoux's weight-just 24 grams-as well as its affordable pricing, ranging from \$59.95 for standard and Fototec options to \$89.98 for Polarized Fototec options. Backpacker

also gave the Fototec Ventoux its "Bargain!" rating for this year's sunglass category.

"I knew we were on to something with the Ventoux when all of our prototypes kept mysteriously disappearing after testing sessions, said Tifosi Optics owner, Joe Earley. "We underwent several tedious revisions to achieve a high level of versatility with this piece and initial feedback has been positive from athletes across all of our markets."

Check out the Ventoux Laser Silver in the March 2008 issue of Backpacker, and the Ventoux Matte Black with Polarized Fototec Lenses in the April edition of Bicycling.



Shannon Haslam  
Tifosi Optics