



SMITH STAR OF “WORLD JAM 2006”

Padua, November 2006 - For the first time the Stockholm stadium will host the first event of the Snowboard World Cup (10th to 12th of November) with the “BIG AIR” specialty where SMITH, world leader for over 30 years in the production of sun goggles and goggles for skiers and snowboarders, will be **the main sponsor** of this long-awaited event, with its testimonials competing among the top champions.

Snowboarders from every country in the world will meet in the Swedish capital for the first of five events scheduled for the 06/07 season and organized by the International Ski Federation valid for the World Cup skiing championships.

Testimonial for the SMITH ski goggles are the Austrian **STEFAN GIMPL**, currently vice-champion of the world in this specialty, the Finn **JUUSO LAIVISTO**, the German **HUBERT FILL** and **MARIO KAEPPELI** from Switzerland. All the athletes wear the **PHENOM** goggle in the exclusive sparkling “crystal edition”, a high-impact accessory of the snowboarders’ unmistakable style.

During the upcoming event, they will participate in the “BIG AIR” specialty, where the public will be thrilled by their spectacular acrobatics and sensational airborne somersaults, performed with unrivaled talent several meters off the ground. The championships will continue in December in Paris, in January in Graz, in February in Turin and Moscow.

In addition to the “BIG AIR”, the Stockholm stadium will also host skiing competitions in specialties like freestyle and half-pipe. The SMITH testimonials will be the Norwegian **ANDREAS HÅTVEIT** and the Finn **KALLE LEINONEN**. Their look will be customized by the high-impact style of the **PHENOM** ski goggle “crystal edition”.

PHENOM

The “PHENOM” ski goggle, with its innovative design and strong personality, is perfect for those who want to try the most extreme tricks at snowboard parks. This helmet-compatible goggle has double lenses with patented CarbonicTM technology. Regulator, a processing technology capable of ensuring perfect vision, eliminates any risk of visual distortion thus making this goggle ideal for any kind of atmospheric conditions. Comfort is total, thanks to the Outrigger Positioning SystemTM that ensures a perfect fit and the inner lining made of extremely comfortable materials.

A high-impact range in the colors too with shades of black, silver, white, chocolate/houndstooth, burgundy, black crest, saiman chow and the crystal edition with Swarovski crystals glittering on the elastic band combined with fantastic graphic effects making this model absolutely unmistakable.

The quality of SMITH ski goggles and sunglasses is guaranteed by the experience of Safilo Group.

SAFILO GROUP PRESS OFFICE

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