



***National Geographic Adventure Toasts Smith Optics V Ti  
as 'Best of Adventure Gear'***

December 2006 – Honored side-by-side with the world's greatest outdoor gear, Smith's "V Ti" sunglasses were the only sunglass named to this month's "Best of Adventure Gear" list by National Geographic *Adventure*.

Announced at the "Adventurer of the Year" ceremony held in November, the glasses will be featured in the December issue of National Geographic *Adventure* magazine.

"Best for cycling or running, the feathery frame has all the heft of a butterfly wing, the lens optics are crisp, and venting is so good that fogging is rarely a concern," said Steve Casimiro, National Geographic *Adventure's* gear expert and editor.

Held at National Geographic Society headquarters in Washington, D.C., the award presentation honored the "V Ti" – the only sunglass on the list – as well as 34 other pieces of essential outdoor equipment.

In addition to being celebrated at the November event, the gear will be displayed at *Adventure* magazine events from January through March, 2007.

For more information on the "Best of Adventure" awards, please go to:

[www.nationalgeographic.com/adventure/best-of-adventure-2007/gear/mountain.html](http://www.nationalgeographic.com/adventure/best-of-adventure-2007/gear/mountain.html)

The "V Ti" features a distinctive frame built with ultra-light Titanium/Beta Titanium temples and a Grilamid TR90 face front. The unique material blend creates a secure fit, maximum peripheral visibility, and luxurious comfort,

An interchangeable lens sunglass, the V Ti's shield features Smith Optics' Tapered Lens Technology™ (TLT™), a precise thinning of the lens from the center to the edges that eliminates any risk of distortion. The lenses provide 100 percent protection from harmful UVA, UVB and UVC rays.

**ABOUT SMITH:** Based in Sun Valley, Idaho, with a Southern California office in San Clemente, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, goggles and helmets. Smith's devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out [www.smithoptics.com](http://www.smithoptics.com).

*Contacts:*

*Safilo International Press Office*

*Tel. +39 049 6985379*

[pressoffice@safilo.com](mailto:pressoffice@safilo.com)