



PRESS RELEASE

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Ryders Eyewear Expands Team with New Hire

Roy Williams Joins Eyewear Company as New Buyer and Product Developer

NORTH VANCOUVER, Canada (September 2011) – Ryders Eyewear, the premier manufacturer of affordable, high-performance eyewear, is excited to announce that Roy Williams has joined the Vancouver-based eyewear team as the new Buyer and Product Developer.

With over a decade of industry experience, Roy brings a solid understanding of outdoor sport buying knowledge to the Ryders team. Most recently, Roy worked with Norco Bike Products and Serfas Eyewear, where he played a key role in all aspects of the product development cycle, including market and trend analysis, product design, off shore sourcing, forecasting, product launches, vendor relationships and inventory management.

A hugely talented cyclist (road, mountain and BMX) and snowboarder, Roy joins a team of fellow outdoor zealots. “Roy works exactly how he rides- with creative vision and powerful momentum,” added Janine Carpino, Ryders Eyewear Product Development & Purchasing Manager. “He is exactly the kind of person that this brand was built for, and we are incredibly excited to have him as such an integral part of the company. “

For more information on Ryders Eyewear, please visit www.ryderseyewear.com

About Ryders Eyewear:

Based in adrenaline sport mecca North Vancouver, British Columbia, Ryders Eyewear puts their backyard to good use testing the endurance and performance attributes of their eyewear products. Ryders is the leading provider of quality performance eyewear at an amazing value in the biking, winter sports and lifestyle categories. For more information on Ryders Eyewear, visit www.ryderseyewear.com or contact Devon Sibole at devon@outsidepr.com or [415.561.6267](tel:415.561.6267).