NEWS RELEASE

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Ryders Eyewear Welcomes New Marketing Hire

Joe Schwartz Joins as New Brand Strategist

NORTH VANCOUVER, Canada (June 17, 2011) **–** Ryders Eyewear, the premier manufacturer of high-performance and affordable eyewear, today announced that Joe Schwartz has joined the team as Brand Specialist.

Schwartz brings over 10 years of industry experience as a professional mountain biker and a sponsored athlete and a brand ambassador for companies like Kona, Smith Optics and Bell. His in-depth knowledge of the bike industry and his integral experience in product line development and web content development is perfectly aligned with the initiatives of the marketing team and credibility of the Ryders brand.

"Joe has made a career out of his love for adventure and he has had a truly tangible impact on the mountain bike industry," said Ryders Director of Marketing Tara Wilkinson. "His appetite for creativity and his success with prior marketing campaigns makes him an incredible addition to our team."

photo by:Colin Meagher

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In addition to riding professionally, Schwartz also guided throughout Europe and British Columbia, and coached with various bike camps. As an ACMG-certified backcountry ski guide, Schwartz has worked for heli, snowcat and ski touring operations all over BC, both as a guide and as a marketing consultant.

"This brand is alive with potential and energy," said Schwartz, "In its 25th year, Ryders seems to prove that it is just gets better with age. I'm eager to contribute to this momentum."

Schwartz holds a Marketing Management diploma from the BCIT School of Business, where his focus was in Communications. Originally hailing from Nelson BC, he now calls the Vancouver Coast home base.

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

Photo by: John Gibson

About Ryders Eyewear:

With 25 years of dirt, rock and snow cred, Ryders Eyewear enhances athletic and retail performance through design, science and people with gnarly scars. Based in adrenaline sport mecca North Vancouver, British Columbia, Ryders 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 OutsidePR, devon@outsidepr.com or 415.561.6267