NEWS RELEASE

Contact: Scott Surface
Scott@OutsidePR.com
415.887.9459

Ryders Eyewear Announces Striking New Visual Merchandising & Display Program

Valuable Asset for Driving Accessory Sales

NORTH VANCOUVER, Canada (November 17, 2011) – Ryders Eyewear, the premier manufacturer of high-performance and affordable eyewear, today announced a revolutionary new visual merchandising and display program available for retailers in 2012.

Using interchangeable, modular components, Ryders will be able to build custom displays for each dealer, based on their local customer profile and sales history. Eye-catching sport-specific visuals and technology info also create mini eyewear vignettes within the display.

"We design our eyewear with specific sports, conditions and users in mind," said Ryders Designer and Project Manager Mike Quinn, "The merchandising display enables us to relate these stories in an easy and straightforward manner. I think both consumers and retailers are going to love it."

- more-

The first prototype was unveiled at Obsession : Bikes, a cycling shop in North Vancouver, on October 3rd.

"The Ryders Eyewear merchandising display is a smart addition for retailers," said James Wilson, owner of Obsession. "What makes this rack a real value is the way that the product is organized and grouped. Instead of the eyewear being randomly placed, there are mini stories embedded in the display for each grouping. The consumer can easily identify their needs and pick out what they require. Eyewear sales are up since we installed the unit, while the amount of labor required to complete each sale is down. The display looks sharp, professional and organized - a retailers dream!"

By the end of November, twelve more displays will be unveiled at select bike shops, specialty run stores and resort shops across the US and Canada. Retailers, exhibitors and reps attending "The Running Event" this December, in Austin, TX, will also be able to see and experience the new display at the Ryders booth #933.

Full production of the display program is expected to begin in December to ensure it is available for all stores that register as a Ryders Eyewear Dealer for 2012. Existing customers will also have the opportunity to upgrade to the new system.

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.

###