

Bollé® innovators in fashion and high performance eyewear licenses Tint-a-Car for automotive window Film for Australia and New Zealand

“Driven by protecting drivers from sun's rays, heat and glare Bolle provides instant credibility and value-add to automotive consumers ” Warren Koopmans, General Manager, Tint-a-Car.

(New York) May 30, 2006 - MODA International Marketing, the licensing agency representing Bushnell Outdoor Products - owner of the Bollé trademark - is pleased to announce that Tint-a-Car, the world's largest window film network, has been licensed to develop Bollé window film products for the automotive market in Australia and New Zealand.

Bollé, a leading sunglasses and ski goggle brand, extends naturally to window film products enhancing Tint-a-Car's promise to provide protection solutions for millions of car owners and their families. According to Warren Koopmans, General Manager, Tint-a-Car, “Bollé's strong market position and rich heritage is a perfect fit with Tint-a-Car's dominant market presence in Australia. We are excited about the growth potential we see with the Bollé brand”

“Bollé is extremely pleased to partner with Tint-a-Car, a company known as the pre-eminent supplier of quality window films.” Commented John Toouli, Managing Director of Bollé Australia Pty Ltd, adding “Tint-s-Car's retail presence and quality product offering allows us to deliver the kind of high quality performance based product that consumers have come to expect from the Bollé brand.

According to Michelle Alfandari, president of MODA International, “Bollé is a natural brand fit for consumers seeking UV protection in all aspects of their lives from what they wear to what that drive. Bollé not only provides the performance and technology credibility but also adds cachet as a fashion brand. We expect that following the launch in Australia and New Zealand we will extend the concept to other geographies.”