



news release

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TRIED AND TRUE – SOLDIER APPROVAL WINS REVISION EYEWEAR THE SWISS ARMED FORCES GOGGLE TENDER

Essex Junction, VT, USA (September 11, 2008) – Revision Eyewear, the leading supplier of ballistic eyewear to the U.S. Military, expands its international business into the Swiss military market. The key to their success: extensive soldier trials that place Revision as the eyewear of choice – resulting in an initial purchase of 10,000 Desert Locust® Goggles.

Increasingly, militaries around the world are recognizing the importance of ballistic eye protection. And as more countries add eyewear requirements to their personal protective equipment lists, more countries opt for Revision Eyewear.

In April 2008, Armasuisse released a tender to source 10,000 protective goggles. The tender criteria were weighted as follows: 45% anchored on user trials, 25% based on quality testing and the remaining 30% on price. The result: an overwhelming 77% of trial users scored Revision as the protective eyewear of choice. Coupled with a 95% quality performance score and overall best value, the Swiss Department of Defence awarded the contract to Revision.

In an industry where product specifications and technical data often predominate, why is so much weight placed on user trials? The reality is, if soldiers do not like a product, they will not wear it. Period. Consequently, leading militaries like the U.S., Canada and major European forces, are building important user criteria into the eyewear selection process. With user trials taking a heftier role, Revision has carved itself a unique position in the protective eyewear business. Its purpose-built products are designed for military use, offering soldiers the fit, function, comfort and protection they demand.



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“Revision is very proud to receive the Swiss Armed Forces contract,” said Jonathan Blanshay, CEO of Revision Eyewear. “Increasingly, the need for high quality ballistic protection in today’s combat situations is being recognized. The focus behind all Revision eyewear is to exceed military standards for ballistic resistance. The Desert Locust is an all purpose tactical goggle that provides maximum comfort, best-in-class fog and scratch resistance, tactically superior field-of-view and unparalleled protection against becoming another battlefield statistic.”

ABOUT REVISION

Revision Eyewear develops purpose-built eyewear for military, law enforcement and tactical clients worldwide. Revision products deliver the highest standards of protection, optical clarity, durability, compatibility and comfort. Major clients include all services within the U.S. Military, the Canadian Department of National Defence, the Belgian Ministry of Defence and the Netherlands Armed Forces. Privately owned and ISO 9001:2000 certified, Revision’s operational facility is located in Essex Junction, Vermont, USA, with additional offices in the U.K. and Canada. For additional information, visit www.revisioneyewear.com, write info@revisioneyewear.com, or call +1 603-436-1748.



The Desert Locust Goggle features the broadest field-of-view and high-impact, interchangeable lenses. Laser protective lenses are also available.