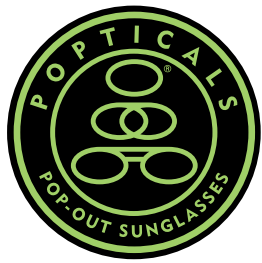




**PACK SMALL.
LIVE BIG.™**





For Further Information Contact:

Preston Porter, 636.923.8308

pporter@popticals.com

Booth #BR729

Popticals Backgrounder

Popticals Launches Revolutionary New Line of Premium Sports Sunglasses That Extend From a Portable Size Using Innovative New Technology for the Outdoor Lifestyle Available Spring 2016; Popticals™ Wrap-Around Sports Sunglasses Feature Patented Frame Technology that Transforms to Fit in the Palm of Your Hand

St. Louis (January 2016) – New eyewear company Popticals™ debuts a revolutionary new line of portable, pop-out sports sunglasses that will change the way athletes and outdoor enthusiasts think about their sunglasses. Using their patented design, Popticals™ builds portable, high-performance sports sunglasses with a convenient, safe way to store them when they're not in use.

The Popticals patented design features the FL2 Micro-Rail System™ that allows the premium, polarized ZEISS® lenses to spoon together during storage. A rugged, hard-shell case keeps Popticals safe and secure until they are ready for action. Popticals then extend from compact storage to high-performance sunglasses in one smooth motion.

With American innovation and Italian design and manufacturing, Popticals builds its products from only the highest quality materials available. Their frames are made with Grilamid® TR 90 thermoplastic polyamide, making them lightweight, flexible and incredibly durable. The ultra-light ZEISS® polyamide lenses offer 100 percent UV protection (UV400 rated), superior optical clarity, impact and scratch resistance, and Ri-Pel® hydrophobic lens coating.

The Popticals Introductory line will be available in 5 styles and 25 SKUs, with an MSRP starting at \$169. Retail packaging includes a compact hard storage case, lens cleaning cloth, and case carabiner clip.

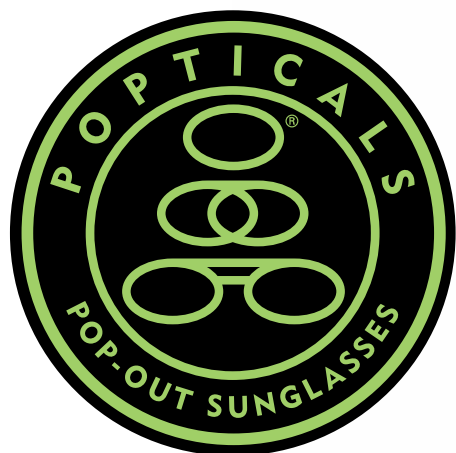
Designed for the great outdoors, Popticals are portable enough to go anywhere and were made for every outdoor activity. Popticals allow the men and women who love outdoor sports to pack small and live big.

About Popticals:

Popticals were created to solve the basic problem with wrap-around sport sunglasses: they aren't portable. The company invented a solution by creating an innovative, patented design with a rail system that allows the lenses to slide parallel to each other or "spoon" for portable storage, and easily pop-out into high-performance sunglasses.

Popticals was founded with a spirit for innovation and adventure. They believe that innovative, compact, thoughtfully designed gear can enhance every experience outdoor enthusiasts have outside. Packing smarter and smaller lets people do what they love without their stuff getting in the way.

Learn more at www.popticals.com



For Further Information Contact:
Preston Porter, 636.923.8308
pporter@popticals.com
Booth #BR723

Popticals™ Premium Pop-out Sports Sunglasses Frequently Asked Questions

Q: What are Popticals™?

A: Popticals are a line of compact, ultra-convenient sports sunglasses that pop-out from a small size, offering portability and performance for the active outdoor lifestyle.

Q: How do Popticals compact down to their portable storage size?

A: At the heart of our patented design is the FL2 Micro-Rail System™. Built into the frames, the FL2 Micro-Rail System's track and steel components allow the lenses to slide parallel to each other for compact storage for unique portability. A powerful magnet guides the connecting pieces in the center of the frames for quick and effortless connection. The FL2 Micro-Rail System is made from corrosion and rust-proof materials to ensure durable, long-lasting functionality.

Q: Who are Popticals made for?

A: Popticals were designed to meet the needs of anyone who loves the great outdoors. They were also built for those who are tired of bulky sports sunglasses because they have no place to keep them when they're not using them. In short, Popticals were made for those who want to pack small and live big.

Q: How are Popticals different from folding sunglasses?

A: Unlike current folding sunglasses on the market that are more about fashion than function, Popticals are the first sunglasses in the category to offer comfortable, durable wrap-around frames that collapse to a palm-size, compact form for portability and convenience.

Q: What kind of lenses do Popticals have?

A: Popticals feature premium, polarized, ZEISS® lenses that “spoon” together during storage as part of the Popticals FL2 Micro-Rail System built into the frames. Popticals lenses offer 100 percent UV protection (UV400 rated) and industrial-strength impact and scratch resistance. The lenses are easy to clean with hydrophobic and oleophobic Ri-Pel® technology.

Q: What material are the lenses made out of?

A: Popticals feature ultra-light polyamide lenses that offer high optical clarity and material pureness.

Q: Are prescription lenses available for Popticals?

A: Unfortunately, the launch line of Popticals do not support prescription lenses. We do have plans for prescription lens compatibility in future products.

Q: What makes Popticals frames unique?

A: Popticals have a patented frame design featuring the FL2 Micro-Rail System™ made with Grilamid® TR 90 thermoplastic polyamide, making them lightweight, flexible and incredibly strong. The frames deploy from compact storage to sturdy, high-performance sun glasses in one smooth motion. Patent No. 8376544, 8915586, and additional patents pending.

Q: Do Popticals come with a storage case?

A: Every pair of Popticals come with a rugged, hard-shell case that keeps Popticals safe and secure until they are ready for action. Retail packaging also includes a lens cleaning cloth and case carabiner clip.

Q: How many style options will Popticals have and how much do they cost?

A: The Popticals Introductory line will be available in 5 styles and 25 SKUS, with an MSRP starting at \$169.

Q: Do Popticals meet safety standards?

A: Popticals fully meet all domestic and international sunglasses standards, including American ANSI Z80, European EN 1836 and Australian AS/NV 1067.

Q: Why are Popticals innovative?

A: Popticals were created to solve the basic problem with wrap-around sports sunglasses: they aren't portable. Folding sunglasses don't provide the performance needed for sports, and their square shape doesn't securely fit on a round head. David Porter, inventor of FURminator, the wildly popular pet deshedding products, found the solution by creating an innovative, patented design with a rail system that allows the lenses to slide parallel to each other or “spoon” for portable storage, and easily pop-out into high-performance sunglasses.

Q: When will Popticals be available?

A: Popticals will be available Spring 2016 at www.popticals.com and at select retailers.

Q: Where can I learn more?

A: Visit www.popticals.com