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## MAUI JIM JOINS ATP WITH EXCLUSIVE OFFICIAL EYEWEAR PARTNERSHIP

LONDON – The ATP and premium polarized sunglasses brand Maui Jim are proud to announce a new global partnership, in which the Hawaiian company becomes the Official Eyewear of the ATP World Tour.

As part of the three-year agreement, Maui Jim becomes an Official Supplier of the ATP World Tour, as well as the season-ending Barclays ATP World Tour Finals at The O2 in London. Benefiting from global marketing rights as well as an on-site presence at twelve tournaments across nine countries, the agreement will enable Maui Jim to engage with tennis fans across traditional and digital platforms.

Under the agreement, the premium polarized glass specialist will supply its products to ATP World Tour officials. Laurent Delanney, Commercial Director of the ATP World Tour said: “Maui Jim sunglasses offer unmatched comfort and protection when working in the sun. With 46 of our 62 tournaments played outdoors, the partnership will provide our ATP World Tour officials with helpful equipment to perform their duty at the highest level.”

“We are delighted to have joined forces with ATP as tennis is such a great fit for Maui Jim,” said Martijn van Eerde, Marketing Director for Europe. “For us this is a milestone, an expansion of Maui Jim’s tennis program and our involvement with the tennis community. Over the years, many players, coaches and line judges have discovered the benefits of our PolarizedPlus2® lens technology to improve their views of the game. This partnership with the ATP was the logical next step.”

Maui Jim brand ambassadors include sporting champions from across the globe, including ATP players David Ferrer, Benoît Paire, and Philipp Kohlschreiber and WTA player Martina Hingis.

Invented more than 30 years ago to combat the harsh rays of the Hawaiian sun, all Maui Jim sunglasses cut 100 percent of harmful UV rays and 99.9 percent of glare from above, below and behind each lens. Maui Jim’s PolarizedPlus2® lenses increase definition and depth perception, which is particularly important for tennis, and can be found in more than 112 different sunglass styles for men and women. The lenses come in four different lens materials, designed for optimal optics for a wide range of outdoor activities and sports, and in four different lens colors to enhance vision in varying light conditions. Maui Jim is the only company to use three rare earth elements, and other treatments, to white-balance its lenses, resulting in true color vibrancy. All of the sunglasses from the Hawaiian manufacturer have been recommended by The Skin Cancer Foundation as an effective UV filter for the eyes and surrounding skin.

### Contacts:

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### About The ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2015 ATP World Tour battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand



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Slams (non ATP events). At the end of the season only the world's best eight qualified singles players and doubles teams will compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2015 ATP World Tour No.1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

#### **About Maui Jim**

Maui Jim, Inc.® is the fastest growing premium polarized sunglass maker in the world. The company's reputation is based on the development of advanced technologies for double and single gradient lenses in plano and prescription that reduce 100 percent of harmful UVA and UVB rays and cut glare from above, below and behind each lens by 99.9 percent. Only Maui Jim uses up to nine layers of protection built into each lens, including the company's proprietary polarized film, PolarizedPlus2®, that produces true, vivid colors. Maui Jim has been voted favorite sunglasses company and best sunglasses by optical retailers and many of the top health, fitness and outdoor sports media around the world. For more information, visit [MauiJim.com](http://MauiJim.com) or follow us on Facebook, Twitter or Pinterest at @OfficialMauiJim.



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