



## **KAENON POLARIZED NAMES RODENSTOCK AS EUROPEAN DISTRIBUTION PARTNER** Companies Will Join Forces to Launch Kaenon Polarized Across Europe

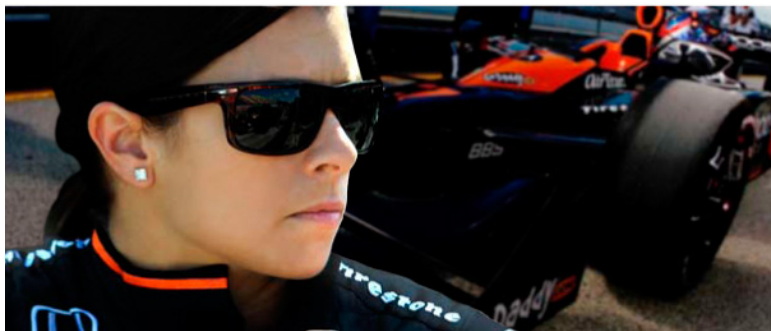
FOR IMMEDIATE RELEASE: Newport Beach, CA (January 12<sup>th</sup>, 2010) — Kaenon Polarized, the Southern California-based maker of lifestyle and performance sunglasses, proudly announces a distribution partnership with leading optical manufacturer Rodenstock. Based in Munich, Germany, Rodenstock's heritage of designing, developing, manufacturing, licensing, selling and marketing quality eyewear for well over a century makes it the ideal strategic partner with which to expand Kaenon's European distribution footprint. Effective immediately, Rodenstock will be the distribution partner of Kaenon Polarized products in the European Union, with an initial focus on Germany and Italy in 2010. Knitoptik Sarl, will continue to operate as Kaenon's exclusive distribution partner in Switzerland.

The companies will officially announce and launch their new distribution partnership this week in Munich at Germany's largest optical trade show—Munich Opti-Fair—where Kaenon will debut in the Rodenstock pavilion.

"After eight years of focused domestic distribution, this new distribution partnership between Kaenon Polarized and Rodenstock will allow both companies to leverage each other's success and strengths for the greater benefit of both. Rodenstock has the heritage, strong management and retail points of sale across Europe to immediately impact and develop the Kaenon Polarized brand, which enjoys a position at the cutting-edge of lens technology with our proprietary SR-91® lenses presented within our performance-driven and authentic California-based brand," says Kaenon Polarized COO and co-founder, Darren Rosenberg.

"We are looking forward to this strategic partnership. With the Kaenon Polarized brand, we will be able to provide the European sunglass market with a premium performance brand with an emphasis on the underdeveloped polarized market. Rodenstock chose to distribute Kaenon not only due to their exceptional SR-91 polarized lens technology, but because of the brand's genuine California culture, design language, and their authentic position within the sports market," says Dr. Olaf Göttgens, CEO of Rodenstock.





All of Kaenon's styles will continue to be available for prescription in Europe, featuring the unique benefits of the brand's SR-91 polarized lenses. Prescription sunglasses will be available in Kaenon's individually customized digitally-surfaced Freestyle (Free-form) technology in both Single Vision and our Freestyle™ Progressive lenses.

**About Kaenon Polarized**

Since its launch in 2001 with its proprietary and revolutionary SR-91 polarized lenses and award-winning performance sunglasses, Kaenon Polarized has continued its mission to provide elite athletes and active lifestyle enthusiasts with unmatched polarized optics, high-performance frames, with superior fit and luxurious style—in both prescription and non-prescription sunglasses for men and women. Founded by brothers, Southern California natives and eyewear innovators Steve and Darren Rosenberg, Kaenon Polarized represents the culmination of 20+years of experience in the sports optics world as sponsored athletes, sports marketers, and executives.  
[www.kaenon.com](http://www.kaenon.com)



**About Rodenstock**

Rodenstock is Germany's leading manufacturer of ophthalmic lenses and spectacles frames. The company, which was founded in 1877, is based in Munich and has a worldwide workforce of approximately 4,200 and is represented in more than 80 countries with sales subsidiaries and distribution partners. Rodenstock maintains production sites at a total of 13 locations in 12 countries. Additional information at [www.rodenstock.net](http://www.rodenstock.net).



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**Press contacts:**

Kaenon Polarized  
 Elizabeth Randall  
 Director of Communications  
 liz@kaenon.com  
 phone: +1 949 574-7918

Rodenstock GmbH  
 Stefanie Biereder  
 Head of Corporate Communication & PR  
 stefanie.biereder@rodenstock.com  
 phone: +49 89/72 02 -120

