



FOR IMMEDIATE RELEASE

Costa Forms Partnership with Centennial Optical as Canadian Distributor for Optical Sales Channels

Canadian Partner will also serve as Costa plano repair hub in Canada

Daytona Beach, Fla. – Jan. 5, 2016 – Costa sunglasses has partnered with Toronto-based Centennial Optical to better serve eye care practitioners and ophthalmic patients in the Canadian market. Centennial Optical will serve as the distributor of Costa plano and prescription sunglasses within the Canadian optical trade industry, as well as serve as the hub for Costa sunglasses plano repairs within Canada.

Centennial Optical is an independent, Canadian-owned company distributing ophthalmic frames and lenses, sunglasses, contact lenses, lab supplies, cases and accessories, throughout Canada. Founded in 1967, Centennial sells optical goods and services to eye care practitioners, optical laboratories and optical retailers. Centennial is fully licensed by Health Canada to sell Class I and Class II medical devices. With corporate headquarters and central distribution located in Toronto, Centennial also has local distribution centers and customer service in Montreal and Vancouver.

Costa builds the best performing sunglasses for anglers, featuring the brand's full array of patented color enhancing polarized 580 lenses. Costa's 580™ lens technology selectively filters out harsh yellow and harmful high-energy ultraviolet blue light. Filtering yellow light enhances reds, blues and greens, and produces better contrast and definition while reducing glare and eye fatigue. Absorbing high-energy blue light cuts haze, producing greater visual clarity and sharpness.

Costa's 580 lenses are available in either glass or impact resistant polycarbonate. Lens color options include: gray, copper, sunrise, blue mirror, green mirror and silver mirror. The brand's sunglasses are also available in customized Rx sun lenses.

The frames are comprised of a nearly-indestructible bio-based resin material sourced from the castor plant, a sustainable, hardy perennial. The bio-based resin produces increased durability, overall sunglasses weight reduction, and the ability for the frames to hold shape from extreme heat to bitter cold temperatures, crucial for anglers out battling the elements.

Incorporating a bio-based resin frame construction reduces Costa's manufacturing process emissions by up to 40 percent, and cuts the company's overall carbon footprint significantly.

In addition to the durable frame construction, Costa's styles feature options such as sturdy integral hinge technology, frame vents to alleviate lens fogging, and hypoallergenic rubberized interior lining and nose pads keep the sunglasses comfortably in place all day, no matter how harsh the conditions.

"Costa is the fastest growing sport performance sunglass brand in the world right now, and now eye care practitioners across Canada will be able to provide this premium product to their customers," said Allen Nightingale VP of Centennial Optical.

"Centennial Optical is well-respected within the optical trade industry, and has an incredible wealth of ECP relationships across the network," said Renato Cappuccitti, director of Rx sales for Costa. "In addition, they're set up to efficiently manage and facilitate any Costa plano repair orders in country, allowing customers to get their sunglasses back out on the water faster. We look forward to growing our partnership with Centennial, and within the optical industry in Canada."

About Costa™

As the leading manufacturer of the world's clearest polarized performance sunglasses, Costa offers superior lens technology and unparalleled fit and durability. Still handcrafted today in Florida, Costa has created the highest quality, best performing sunglasses for outdoor enthusiasts since 1983.

For Costa, conservation is all about sustainable fishing. Many fisheries that should be vibrant and healthy are all but devoid of native fish because they have fallen victim to poor fishing practices, unregulated development, lack of watershed protection or all of the above. Costa works with partners around the world to help increase awareness and influence policy so that both the fish and fishermen of tomorrow will have healthy waters to enjoy. Costa encourages others to help in any way they can.

For more information, contact 1-800-447-3700 or visit the company's web site at www.costadelmar.com. Join the conversation on Facebook at www.facebook.com/costasunglasses, on Instagram at www.instagram.com/costasunglasses, or on [Twitter @CostaSunglasses](https://twitter.com/CostaSunglasses).

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