



FOR IMMEDIATE RELEASE

Elena Dementieva becomes brand ambassador for Maui Jim sunglasses

January 12, 2010 – **Maui Jim**, the manufacturer of premium sunglasses, confirmed today that they have entered into a partnership with the world's number seven ranked tennis player Elena Dementieva. Under this agreement, Elena will be a brand ambassador for Maui Jim, promoting its products on a global level with various forms of marketing, advertising, PR, Communications and Promotions.

"I'm excited to partner with Maui Jim Sunglasses as I really like the durability and style of their products," said Dementieva. "But what really grabbed my attention is their concern for sunlight protection. As a professional tennis player, many of my events are outside so protection from the sun is critical. Maui Jim's combination of protection and top performance was a perfect fit for me and I'm looking forward to spreading that message as a brand ambassador."

"We are thrilled to have Elena join our 'Ohana' – Hawaiian for family", said Maui Jim's International Marketing Manager Martijn van Eerde. "Apart from being an amazing athlete, with for example the 2008 Olympic gold medal, her style and personality -on court as well off court- are a great fit with our humble attitude, AKA Aloha spirit"

About Elena Dementieva

A two-time Grand Slam finalist, Elena Dementieva owns a 545-257 career singles record which has helped her claim 16 WTA and three ITF titles in her 12 years as a professional. Dementieva started out 2010 on a positive note as she successfully defended her title in January at the Medibank International in Sydney when she defeated world No. 1 Serena Williams in the final. A native of Russia, Dementieva claimed gold at the 2008 Olympics in Beijing and reached as high as the No. 3 ranking in the world in April 2009. Her numerous awards and accolades include Tour Most Improved Player Award in 2000, Russia's Female of the Year Award in 2001 and the Karen Krantzcke Sportsmanship Award in 2008 among many others.

For more information about Elena Dementieva please visit www.elena-dementieva.net.

About Maui Jim

In the early 1980s, a small company began selling sunglasses on the beautiful beaches of Maui, Hawaii. However, the sunglasses quickly proved to be no match for the Hawaiian sun's severe glare and harmful ultraviolet rays. As with many splendid business ideas, Maui Jim Sunglasses were born out of need. The need was for a sunglass that would eliminate the harsh Hawaiian glare without distorting the beautiful colors of the island scenery. Everyone said it was impossible — the elimination of glare and color clarity just did not go together.

After years of research and development, the impossible became a reality and Maui Jim PolarizedPlus® emerged. This original technology, which blocks glare from above, behind and below has now evolved into PolarizedPlus2® technology, which eliminates glare and boosts colors with a patented multi-layer design. The lenses feature 3 rare earth elements, which enhance the colors your eyes see naturally – so you see color like you've never seen it before.

More about Maui Jim on www.mauijim.com





Media Contacts:

Maui Jim

Intl. Marketing Manager
Martijn van Eerde
+34 648042022
mvaneerde@mauijim.com

UK & Ireland

Canoe Inc.
Chloe Longstaff
+44 20 3216 0022
chloe@canoeinc.com

Germany

DJD
Axel Becker
+49 511 3879075
becker@djd.de

Italy &

Rest of Europe
Lookvision
Eleonora Boneschi
+39 02 89421870
e.boneschi@lookstudio.it

Middle East

Pulse 260
Anuroopa Mukherjee
+971 42023797
anuroopa@pulse360me.com

Asia

Brand Wave Communications
Vijay Chacko
+ 91 98404 85558
vijaychacko@gmail.com

Travel Retail - Global

Appleton Communications
Kate Teagle
+44 1784 434 666
kate.teagle@btinternet.com

For Elena

Octagon
Scott Horne
+1 703 905 3379
scott.horner@octagon.com

Maui Jim Images information:

Last weekend a photo shoot was done in Kuala Lumpur, results will be distributed shortly.

For other photos, you may use our website. Maui Jim has all of our high-resolution images available for downloading on our website at www.mauijim.com. In order to access the current images, you simply go to www.mauijim.com and click on "Trade Login" at the bottom of the home page. The link is located at the bottom of the home page and all other pages. You will then need to enter the following information:

Username: hiresimages3

Password: kapalua09

(case-sensitive; that is a zero in the password and not an "O"; password will expire)

*The product images (available in frontals and 3/4 shots) are located in the section called, "Hi-Res Images".

Step-by-step Download Instructions:

*After you have logged in and agreed to Maui Jim's Terms of Use and Legal Notice, you will be taken to the page containing the high-resolution images.

*Locate the image that you would like to download, and then click on "Download Image". A box will pop up asking if you want to open or save the file. Click on "Save".

*Another box will then pop up asking you to choose the location that you want to save your file. Once you have chosen the location, the image will begin to download.

*When the download is complete, go to the location in which you saved the file. You will find a cabinet file that contains the image. Double-click on the cabinet file.

*Once the new window opens, you will find the high-res tiff file that you need.

