



FOR IMMEDIATE RELEASE

Costa's 580P Sunrise Lens Wins Best New Eyewear at ICAST

Daytona Beach, Fla. – July 18, 2012 – Serious anglers and outdoors enthusiasts know with fishing, time of day can be everything. At the American Sportfishing Association's International Convention of Allied Sportfishing Trades (ICAST) event held recently in Orlando, Costa Sunglasses took home the award for Best New Eyewear for its high contrast specialty 580P™ sunrise lens. The new lens is lightweight, impact resistant and allows for maximum light transmission and enhanced depth perception to cut glare and allow anglers to see through the water more clearly in the early morning or late afternoon prime fishing hours, when outside light is low.

Costa's 100 percent polarized 580 lenses block yellow light from entering the eye, creating razor sharp color enhancement and superior visual acuity. In addition to the new sunrise lens option, other 580 lens color options include gray, copper, amber, blue mirror, green mirror and silver mirror.

"Just like different flies work to catch different fish, different lens colors work best when suited to the appropriate light conditions," said Chas MacDonald, president of Costa Sunglasses. "The sunrise lens gives anglers who are up before the dawn and out at dusk an edge to spot the fish more clearly when the light levels are lower."

Different lens colors vary the amount of light allowed into the eye. Costa's 580 gray lens, for example, blocks the most light, so it's suitable for bright, sunny conditions such as during offshore fishing. Copper or amber-based lenses allow slightly more light in, ideal for making out shapes and contrasts below murky lake or river water. The new 580P sunrise lens lets in the most light possible for anglers to spot fish more clearly during early morning or dusk hours when sunlight wanes.

The 580P sunrise lens is available in some of Costa's most popular performance sunglasses, including Corbina, Fisch, Fathom, Hammerhead, Jose, Zane and others. Frame color options include black or tortoise. Costa styles with the new 580P sunrise lens start at £ 189.00 .

ICAST is considered the world's largest sportfishing trade show, annually hosting 7,000 members of the sportfishing industry representing 63 countries. ICAST is produced by the [American Sportfishing Association](#), the sportfishing industry's trade association, which looks out for the interests of the entire sportfishing community.

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 creates the highest quality, best performing sunglasses on the planet for outdoor enthusiasts.

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 Seapower (UK) Ltd on 01628 623100 , info@seapower.uk.com or visit the company's web site at www.costadelmar.com. Join the conversation on Facebook at www.facebook.com/costasunglasses, on [Twitter @CostaSunglasses](#), or on [The Watery Rave blog](#).

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