



ELECTRIC

FOUR EYED FREAKS

**FOR IMMEDIATE RELEASE
ELECTRIC VISUAL ANNOUNCES THE RELEASE OF THE HEARTACHE**

San Clemente, California – September 2009

Introducing the HEARTACHE. A classic butterfly frame, featuring heart-shaped floating lenses and a beauty-mark logo. Hand crafted in Italy, this style moves effortlessly from laid-back beach days to on-the-go city adventures, while breaking hearts in town.

HEARTACHE

Red Leather – Merlot Gradient
ES07224081



Gloss Black – Brown Gradient
ES07201645



Tortoise Shell – Brown Gradient
ES07210645



Lavender Tort Fade – Grey Gradient
ES07223961



Smoke – Brown Gradient
ES07221645



The Heartache Has Standard Features Including:

- _ Size Category 4
- _ 100% UV Protection
- _ Female Specific
- _ 6 Base Grilamid Frame
- _ 6 Base Polycarbonate Lens
- _ 5 Barrel Stainless Steel Optical Hinge
- _ Standard Packaging (includes microfiber bag)

Projected Release: Fall 2009

To find an authorized Electric dealer near you –
check out www.electricvisual.com

ELECTRIC VISUAL, LLC.

WWW.ELECTRICVISUAL.COM / 1 800 958 6556 / 1062 CALLE NEGOCIO STE H SAN CLEMENTE CA, 92673