



For Immediate Release

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Hi-res images and sunglasses samples are available to media for review and testing.

BELGIAN NO.1 DAVID GOFFIN JOINS MAUI JIM'S TEAM OF AMBASSADORS

MAUI, HAWAII (October 17, 2016) – Maui Jim, Inc.[®], the company whose premium polarized sunglasses let you see the world in clear, spectacular colours, introduces tennis star David Goffin, as its newest brand ambassador. David joins a talented group of professional athletes to represent Maui Jim, including Belinda Bencic, Martina Hingis, Garbiñe Muguruza, David Ferrer, Patrick Mouratoglou, Robert Karlsson, and Miguel Ángel Jiménez.

David started his tennis career at the age of 6, playing with his father – a coach at the Barchon Club in Liège. As a junior, Goffin took part in two junior slams and reached a career high of No.10 in the junior combined world rankings in July 2008.

Turning professional in 2009, Goffin worked hard at his craft to break into the top 25 in 2015. During the year he won his maiden ATP tour-level title at the Austrian Open Kitzbühel, and followed that with his second career ATP title at the Moselle Open in Metz, France. Achieving a world ranking high of 22 at the end of the 2014 season saw Goffin awarded the Comeback Player of the Year for 2014 by the ATP.

In 2015 having reached two ATP finals, Goffin broke into the world's top 20 and was a driving force of the Belgium Davis Cup team's run to the final. His success has continued into 2016, with a current career high world ranking of 12. **"I am delighted to join the Maui Jim family. They make great glasses and I'm looking forward to helping them raise awareness about good eye protection", said David Goffin.**

"David's passion and dedication showcase the types of values that Maui Jim was founded upon," said Martijn van Eerde, Director, Marketing Europe "We believe in building partnerships that further enhance our commitment to bring more colour and clarity into the world. We believe he has a bright future and shares many of the essential values of Maui Jim, such as quality, style, uniqueness and brilliance."

Maui Jim believes that colour and light are key elements to human experience, and its sunglasses are designed to use natural light to enhance colour versus filtering it out. All Maui Jim lenses use patented PolarizedPlus2[®] lens technology that eliminates 100% of harmful UV rays and 99.9% of glare from above, below and behind each lens. Enjoy the full spectrum of colour and experience the world like you've never seen it with Maui Jim.

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About Maui Jim:

Maui Jim sunglasses were born on the beaches of Maui and are designed to protect eyes from the harsh rays of the island sun. Today, Maui Jim is recognised for unparalleled "Aloha Spirit" and customer service as well as patented PolarizedPlus2[®] lens technology, which blocks 100% of UV rays and eliminates glare while enhancing colour, definition and depth perception. Maui Jim sunglasses have earned the Skin Cancer Foundation Seal of Recommendation as an effective UV filter for the eyes and surrounding skin. Maui Jim sunglasses supports Optometry Giving Sight, who help the world to see better, with fundraising campaigns to provide training, establish vision centres and deliver eye care services for those in need. For more information, visit mauijim.com, follow us on Facebook, or on Twitter and Instagram at @OfficialMauiJim.

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