

See Worthy Inc – Press Release



Number of Words: 322

A significant improvement in how we see things in, on and under the water.

Toronto, Canada (August 20, 2006)—See Worthy Inc. is introducing an entirely new category of eyewear to the North American consumer called “water optics”. The good news is this special eyewear will significantly heighten the enjoyment of everyone’s water recreation experience. Water optics offer superior optical qualities for greater vision. See Worthy is pleased to present SABLE WaterOptics at the upcoming Vision Expo East Show in New York, March 23-25, 2007.

Swimming “goggles” have been around for ages, but many don’t bother wearing them because they are uncomfortable—and, although most keep water out, vision is distorted above and below the water. Not the case with SABLE WaterOptics. They take the common goggle to a completely new level. The very first in the world to offer flat lenses in aquatic eyewear, SABLE’s Aspherical LensTechnology (ALT) doesn’t distort vision above or below water.

In addition to providing clear, non-distorted vision, SABLE takes clear eyesight another step by offering corrective lenses. Over 20 years ago SABLE became the first to offer a wide range of prescription lenses. Whether they need corrective lenses or not, the availability of SABLE WaterOptics in the North American market means that millions of people who love swimming, jet-skiing, water park fun, tubing, snorkeling, water skiing, can now experience superior vision and protection.

“Bad goggles. Bad eyes. Research has shown that inferior swimming eyewear can actually cause your vision to deteriorate,” says See Worthy founder, Paul Lantinga. Lantinga discovered “swimming spectacles” while traveling abroad on business ten years ago. Ever on the lookout on for a similar product in North America, he discovered SABLE WaterOptics in June of 2005. Delight in this great product energized Paul and his wife, Christina de Jong; they incorporated See Worthy Inc. to bring the world’s highest quality aquatic eyewear to North America.

www.seeworthyinc.com

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See Worthy Inc – History



Number of Words: 194

See Worthy Inc. is a privately-held, family-operated business based in Toronto, Canada with representatives in California, Iowa, Michigan, and Texas.

Several years ago Paul Lantinga, a near-sighted young father of a water-loving two-year old, discovered prescription aquatic eyewear while on a business trip to Malaysia. Gone was uneasiness and fear, knowing that he would be able to actually see his little son in the water. Since that time he was always on the lookout for a high-quality replacement. He discovered SABLE WaterOptics in June of 2005. Delight in this great product energized Paul and his wife, Christina de Jong; they incorporated See Worthy Inc. to bring the world's highest quality aquatic eyewear to North America.

See Worthy is now the exclusive distributor of SABLE WaterOptics for the United States, Canada, and Mexico. See Worthy has been enriched by extended family ties. Paul and Christina's families have become part of the team providing backing, encouragement, and enthusiasm for this newly launched company.

See Worthy Inc. is dedicated to providing reliable, personal service and committed to quality and style. We offer extreme quality in prescription or non-prescription eyewear—in, on, or under the water.

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See Worthy Inc – Mission



Number of Words: 202

Our mission...

Provide crystal-clear vision above and under water, while protecting the eyes.

In 2005, See Worthy introduced an entirely new category in eyewear called “water optics.” Like a “goggle”, water optics are used while swimming or enjoying other water recreation—but that’s where the familiarity ends.

SABLE WaterOptics offer superior optical qualities for greater vision. For those needing corrective measures for myopia (near-sightedness), a wide range of prescription lenses are available to match the need of each eye.

For water activists who don’t require corrected vision, SABLE WaterOptics offer the best vision for them as well. Because of SABLE’s *Aspherical Lens Technology (ALT)*, no curvature distorts what they see (like common swim goggles do). With SABLE WaterOptics they always have correct vision above and below water.



Now you can experience superior vision and eye protection while enjoying the water. That’s the brand promise, and See Worthy delivers on the benefits...

- Improved vision allows people to fully enjoy their water recreation
- Greater vision enhances water safety and the ability to react during an emergency
- Eyes are protected from being hit or kicked during water activity
- Water optics provide protection from chemicals and waterborne bacteria

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