

# READERS & SUNGLASSES

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2020  
*Vision*  
USA

## ABFFE to benefit from sale of Reading Glasses

NEW YORK, N.Y., May 21, 2009 - The American Booksellers Foundation for Free Expression, the bookseller's voice in the fight against censorship, announced today that 2020 Vision USA Inc, a Sarasota, Florida direct importer of Reading Glasses & Sunglasses, has agreed to contribute to ABFFE \$1 for every pair of glasses it sells to independent bookstores.

"We are very excited to have the support of 2020 Vision USA," ABFFE President Chris Finan said. Response from 2020 Vision USA's partnering with ABFFE has sent sales skyrocketing for the Father/Daughter team.

2020 Vision USA, a family business, founded in 1996, offers Fresh, Sophisticated, Bright and Beautiful Readers, Sun-Readers, Sunglasses & Accessories.

Its customers include bookstores across the country such as Books & Books in Miami, which sells several thousand pairs of 2020 Vision's designs annually. Owner Mitchell Kaplan said "their styles and prices are terrific, and they offer personal and exceptional customer service."

To view the entire collection of eyewear and accessories from 2020 Vision USA please visit them online at [www.2020VisionUSA.com](http://www.2020VisionUSA.com) or call for a free catalog.



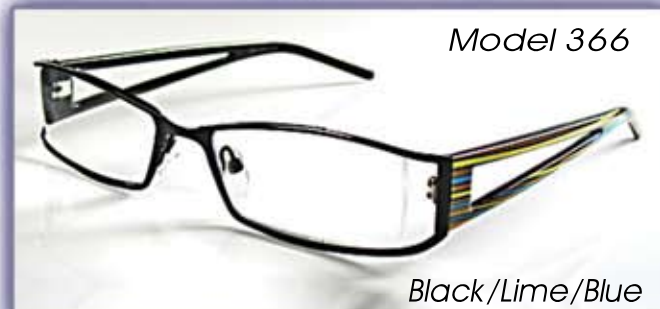
ALL MODELS AVAILABLE IN ASSORTED COLORS  
MANY MORE MODELS TO CHOOSE FROM !!!



Model EH300

Chrome Red

**SANTA MONICA**  
Stunning Colors  
With Swarovski Crystals  
Spring Hinge



Model 366

Black/Lime/Blue

**EUROPA**  
Open Temple Design  
Assorted 3 Color Patterns  
European Flavor



Model 282

Tortoise

**COSMOPOLITAN**  
Sophisticated European  
Design  
Spring Hinge



Model 248

Tortoise

**LONDON**  
Sleek Contemporary  
Unisex



Model 363

Tortoise

**SUN-READER**  
Classic Ladies Sun-Reader  
Wide Temples-Spring Hinge  
Lightweight



Model 364

Black

**MEN'S SUN READER**  
Bi-Focal Sun Reader  
Lightweight  
Spring Hinge