

NATIVE EYEWEAR SUPPORTS EDWARD NORTON'S NYC MARATHON TEAM, RAISING FUNDS AND AWARENESS FOR THE MAASAI WILDERNESS CONSERVATION TRUST

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(DENVER, Colo.) October 2009 – Native Eyewear is proud to sponsor actor and conservation activist Edward Norton and his team of 30 marathoners and three Maasai warriors as they run the 26.2 mile New York City Marathon. On November 1st, the team runs for the Maasai Wilderness Conservation Trust, a Kenya-based conservation organization.

The mission of the trust is to support the preservation of biodiversity within the Maasai tribal lands of East Africa by promoting conservation, education and health services within the Maasai community. The uniqueness of both equatorial Africa's grassland ecosystems and the traditional culture of the Maasai people face daunting challenges to survive and co-exist in a sustainable manner.

As part of the fundraising efforts, the Maasai Marathon has launched a web-based fundraising effort at www.maasaimarathon.com to bring together sponsors and a grassroots network of donors. On the marathon site, donors can elect to sponsor their favorite runner(s) or the whole team with the runner visualizer sponsorship page.

As an additional method of engaging with supporters and potential donors, Edward Norton has launched a Twitter profile, @EdwardNorton, so that followers can stay up to date on fundraising milestones and donate directly to the cause. A network of sponsors have partnered with Norton to further encourage donations by launching a series of online contests. Followers donating on Twitter have a chance to win amazing prize packages from event partners including Native, Moosejaw, PUMA, Campi Ya Kanzi Lodge in Kenya and more.

“Native sunglasses are worn by adventure seekers who rely on our earth every day to run, bike, climb and engage in the activities that fuel them,” said Jacqueline Mariash, director of marketing for Native Eyewear. “We believe strongly in caring for this earth and we proudly support like-minded organizations like the Maasai Conservation Trust who take an active role and invest in a more sustainable future for all of us.”

To join Native Eyewear in our sponsorship efforts visit www.maasaimarathon.com or visit us on Facebook at www.facebook.com/NativeEyewear

About Native Eyewear

For more than 10 years, Native sunglasses and goggles have graced the faces of adventure seekers as they navigate both mountain terrain and urban jungles in search of the next great challenge. With interchangeable polarized lenses, amazing grip and comfort, and ultra light frame technology, Natives are the perfect companion for redefining limits. Native is also committed to supporting conservation and renewable energy development through partnerships with organizations like Renewable Choice Energy. Native's efforts to reduce carbon emissions has a positive environmental impact that would be similar to planting 817 mature trees, keeping 16 passenger cars off the road for one year or not driving more than 202,509 miles in an average passenger car. For additional information visit www.nativeeyewear.com

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