



Hirsch
Optical^{CORP.}

QUALITY OPHTHALMIC LENSES SINCE 1978

83 Milbar Blvd.
Farmingdale, NY 11735
1-800-344-0010



MARCO[®] polarized

ITALIAN DESIGN PRESCRIPTION SUNGLASSES

BE A PART OF THE MARCO POLARIZED SUNWEAR REVOLUTION!

***IN AUGUST, HIRSCH OPTICAL & MARCO WILL BE LAUNCHING
AN INCREDIBLE MARKETING CAMPAIGN
TO DRIVE CONSUMERS INTO YOUR STORES.***

**Marco Polarized Will Be Heavily Advertised On
NEWS 12 LONG ISLAND & NEWS 12 NEW JERSEY.
This Will Target OVER 2.5 MILLION HOUSEHOLDS.**

There Will Be A Huge Internet Advertising Campaign Through GOOGLE.

**HIRSCH OPTICAL Will Be Creating
A Retailer Referral Page On Our Website.
The Referral Section Will Highlight Those Accounts
That Have Opted To Become An Authorized
MARCO Polarized Sunwear Provider.**

**Leads Generated From The MARCO TV Campaign & GOOGLE Advertising Will
Be Directed To Those HIRSCH OPTICAL Customers Who Support The MARCO
Sunwear Collection.**

Incentives: Marco Polarized Will Be Giving Away A Dream Vacation For Two To
MARCO ISLAND, A Tropical Island Off The Florida Coast & There Will Be
Opportunities To Win Monthly Prizes – Ask For Details!

***IF YOU WANT TO PARTICIPATE WE NEED YOUR INFORMATION NOW!
(SEE BACK OF THIS FLYER FOR DETAILS)***

WHO WANTS TO BE A PART OF THIS REVOLUTION?

We Need The Following Information If You Would Like To Be An Authorized
MARCO Polarized Sunwear Provider &
You Would Like To Be Listed On Our Website.

PLEASE LIST ME!

STORE NAME:
ADDRESS:
TOWN/STATE:
PHONE NUMBER:
WEBSITE:

Please Check One

**Yes, I Want To Be An Authorized Marco Polarized Sunwear
Provider. Please Have My Hirsch Optical Sales Representative
Show Me The Marco Polarized Sunwear Collection**

**I Am Already An Authorized Marco Sunwear Provider
(Already Purchased The Collection)**



**PLEASE GIVE THIS FORM TO YOUR HIRSCH OPTICAL
SALES REPRESENTATIVE OR FAX TO 1-800-442-3410**