

## **DEFOG IT ANTI-FOG EARNS SEAL OF APPROVAL FROM NORTH AMERICAN HUNTING CLUB**

December 9, 2009 – Valley View, Ohio – Members of the 760,000-person North American Hunting Club have given their seal of approval to Nanofilm Defog It anti-fog towelettes. Club members tested the anti-fog for shooting glasses, eyeglasses and sunglasses, rating it for performance, ease of use, convenience and other criteria.

“Fog-free vision is a critical safety issue for hunters,” says John Swett, Nanofilm’s Vice President of Sales and Marketing. “Hunters know Defog It stops fog. Period. Their comments are proof.” Club member feedback includes these comments:

- William Welling: “These wipes work! Use them on your glasses or binoculars and forget about condensation.”
- Adam Kinney: “This product works great. I've put it on my sunglasses and shooting goggles that always used to fog up and now they don't -- not even on a foggy river.”
- Jeff Weiss: “I would recommend this product to others because when the moment of truth happens, my lens will be clear.”
- Dana Gamble: “I used Defog It Dry Towelettes for two weeks while working in near 100% humidity at my deer lease. The fogging of my glasses has always been a problem at such times. Using the Defog It Dry Towelettes kept my glasses clear.”

Defog It anti-fog towelettes and anti-fog liquid are safe and effective on all eyeglass lenses, scope lenses, goggles, faceshields and optics, even those with anti-reflective and super-hydrophobic surfaces. A single application can keep optics fog-free up to all day.

The Defog It formula is used by the military around the world and its performance has been proven in rigorous lab tests. In one test, when treated lenses were held over constant hot steam, Defog It kept the lens fog-free for a full 60 minutes. Competitors failed in as little as 5 minutes.

In another test coated lenses were repeatedly moved between a freezing and room temperatures, simulating a hunter moving between hot and cold environments. Fog formed almost immediately with competitive products, but Defog It stayed clear for 100 cycles of heat and cold.

Defog It is available at Wal-Mart Vision Centers, Amazon ([www.amazon.com](http://www.amazon.com), search “Defog It”) and other retailers. Three reusable towelettes in a plastic carrying case sell for \$7.49 (MSRP). A half-ounce bottle of the all-in-one cleaner and anti-fog liquid is \$4.99 (MSRP). More information is available at [www.nanofilmproducts.com](http://www.nanofilmproducts.com) or by calling 1-888-ENDS-FOG.

Nanofilm, founded in 1985, is a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings. More information is available at [www.nanofilmproducts.com](http://www.nanofilmproducts.com).