

**DEFOG IT ANTI-FOG LAUNCHES DEFOGITWORKS.COM:
CONSUMER, DISTRIBUTOR ONLINE STORE NOW OPEN**

February 26, 2010 – Valley View, Ohio – Consumers, distributors and retailers can now purchase Defog It anti-fog direct from Nanofilm at www.defogitworks.com, the new web home of the high-performance anti-fog towelettes and liquid. Defog It anti-fog is safe and effective on eyeglasses, safety glasses, safety goggles and faceshields, including high-tech anti-reflective and super-hydrophobic lenses.

Defog It anti-fog liquid and Defog It anti-fog towelettes have a formula used by the military around the world to prevent fogged eyewear in vision-critical situations. Just one application can help keep optics fog-free up to all day. It goes on clear so there's no haze or smearing.

Defog It is for work, helping workers, safety personnel and do-it-yourselfers keep their safety glasses fog free. It's also for play, helping keep hunting glasses, ski goggles and paintball masks defogged. And it's for everyday, to keep glasses clear in the kitchen or on a cold day's walk.

Three reusable Defog It anti-fog cloths in a plastic carrying care are \$7.49. Each cloth is good for 8-10 applications on eyeglasses or safety glasses, 4-5 applications on goggles or faceshields. A Defog It Care Kit is \$5.99 and includes a 5 mL bottle of anti-fog liquid concentrate and a microfiber cloth. Distributor pricing is available upon request. More information is available at 1-888-ENDS-FOG.

The product has been rigorously tested for performance. In one test, a lens treated with Defog It was held over constant hot steam for 60 minutes without fog forming. Similar products failed in as little as 5 minutes. In another test, lenses coated with Defog It were moved between cold and hot environments 100 times without fog forming. A [video](#) demonstrates the performance of Defog It.

Defog It has earned the Seal of Approval of the 750,000-member Handyman Club of America after testing with professional-level craftsmen. It's also earned the Seal of Approval of the 760,000-member North American Hunting Club, as well as positive reviews from webBikeWorld and other sources. Consumer comments include:

- “Usually when I use a dust mask I get extensive fogging on my goggles. After using Defog It Dry Towelettes the goggles did not fog up at all.”
- “I used Defog It on my glasses in my forge shop and never had any of the normal fogging of lenses that I normally have. It is easy to use.”
- “Since I wear a face mask when working on my lathe, I used to fog my glasses. With this product I have had no problems with fogging.”
- “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.”

“With www.defogitworks.com, consumer and trade customers can see what makes Defog It the best choice for defogging optics, and then purchase the product quickly and easily,” says John Swett, Nanofilm Vice President of Sales and Marketing.

Visitors to the site can get detailed information on the product, watch performance videos and order product. Nanofilm has also created a resource library at www.defogitworks for safety information and case histories to help individuals and organizations understand and promote the importance of fog-free vision in work, play and everyday.

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.