

FOR IMMEDIATE RELEASE

FanOculars, LLC Expands Retail Operations with Sales to Jupiter Inlet Lighthouse

Palm City, FL, March 30, 2012 -- (PR.com) – FanOculars, LLC (www.FanOculars.com) has expanded the retail sales of their FanOculars product with four new retail accounts in the Jupiter, FL area. **The Jupiter Inlet Lighthouse and Museum** just completed an order and will display and sell the FanOculars in their Museum Gift Shop. The lighthouse FanOculars includes custom images from renowned photographer Kim Seng of the historic lighthouse.



What are FanOculars?

FanOculars™ are a new and exciting consumer product. They are portable, foldaway binoculars with custom images of sports players, team logos or other landmarks printed on them. They can be folded flat and stored in a shirt pocket or purse for easy transport. They easily pop open for use as binoculars. In addition to the retail operations, FanOculars are sold to sports teams and leagues and used as a branding vehicle for teams, players and sponsors.

This expansion into the retail market shows the strong appeal of the FanOculars. The combination of useful binoculars and exciting images make it a unique one of a kind product. “The retail business offers FanOculars the opportunity to further expand the brand and consumer reach. They are manufactured to be like postcards that can be further used as binoculars. We’re excited to be working with such a historical landmark as the Jupiter Inlet Lighthouse”, said FanOculars President, David Ballou.

About FanOculars, LLC

FanOculars, LLC is the production, distribution and marketing company for the FanOculars™ brand. The company currently has a number of prominent licenses and continues to seek additional strategic partners to enhance the brand and advance the business objectives. FanOculars, LLC is privately held company located in Palm City, Florida.

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