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Vicious adds AES

Dora, Al, May 8, 2007 -- Alabama based Vicious Fishing continues to add strategic partners to its line-up today announced that AES Optics of Senatobia, Mississippi has joined them as a licensee. AES Optics, Inc is a licensee and provider of quality eyewear and accessories for over 80 Universities, the NFL, Mossy Oak, and Realtree. AES is the only company to offer 6 styles of eyewear in multiple patterns of both Mossy Oak and Realtree.

AES was established by outdoor enthusiasts who love not only sports on Saturdays but also hunting and fishing as well. It took over 1 year to develop the most competitive, best looking polarized glasses with a competitive price. Touring pro's Edwin Evers and Joe Thomas working in concert with several optometrists have developed a quality product mix now ready for the fishing market.

CEO/CFO Lance Walker of AES Optics, Inc said "We are extremely excited about working with Vicious Fishing to bring our fishing sunglasses to the market. Vicious has many of the same product and business values as we do here at AES. We both want to bring the best product available for a good price. The combination of our Touring Pro's, excellent field staff, and the team from Vicious makes it a great fit. Our motto has been quality is not defined by price but rather by performance and its clear that that same motto holds true for Vicious brand as well.

Chris Armstrong, National Sales Manager for AES said "We are consumers first and if we do not like or believe in a product we do not take it to the market. We must truly believe that our product is the very best on the market for the price for the consumer."

"When entering the eyeglass market we had to be sure that we partnered with a reputable company that worried about quality and price equally and no doubt AES is that company. With over 20 years in the sunglass and accessory market AES gets it" said Vicious Fishing Owner Jeff Martin.

AES Optics for anglers will be available very soon at fine retailers nationwide. You can see more on AES Eyewear at www.aesoutdoors.com. There will be 3 styles and 2 lens colors initially but more are on the way. Polarization levels range from 1.1-1.5 and are available at multiple prices.

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