



## PRESS RELEASE

### CARRERA ON TOP OF THE WORLD

#### CARRERA SUNGLASSES AND GOGGLES CONQUER EVEREST

*Padua, July 2007* - CARRERA is back on top of the world with Canadian Serge Dessureault and his team on the **top of Mount Everest**.

The adventurous spirit of CARRERA, the Safilo Group sports brand with its helmets and ski masks sponsors the athletes of the White Circus. After accompanying the expedition which, in 2004, took the Scoiattoli group of Cortina d'Ampezzo to the top of the K2, CARRERA technical products this year accompanied the Canadian **Serge Dessureault** and his team in what was the most demanding challenge of their lives - the climb to the top of Mt. Everest. After a climb lasting two weeks in climatic and environmental conditions almost beyond human endeavour, the team finally surpassed over 8500 metres of Mt. Everest.

For this most exciting adventure, which crowned a lifetime's ambition, Serge Dessureault trusted in the quality of CARRERA products that accompanied him to the top. With him and his team mates went the **C8** and **EGG SQUARE** sunglasses, as well as the **KIMERIK** ski masks. These selection of products which, thanks to the advanced and innovative technological features that have always distinguished CARRERA products, provided the climbers with utmost protection.

Serge Dessureault and his team were already famous for other extreme exploits from their participation in the Sahara desert marathon to the mountain bike ride across Costa Rica right up to expeditions on the snow, like the climb up of Mt. Blanc, the Kilimanjaro and the Aconcagua.

The quality of CARRERA products (sunglasses, helmets and ski masks) is provided by the experience of the Safilo Group.

*Press Office SAFILO GROUP*  
*Tel. +39-049-6985379*