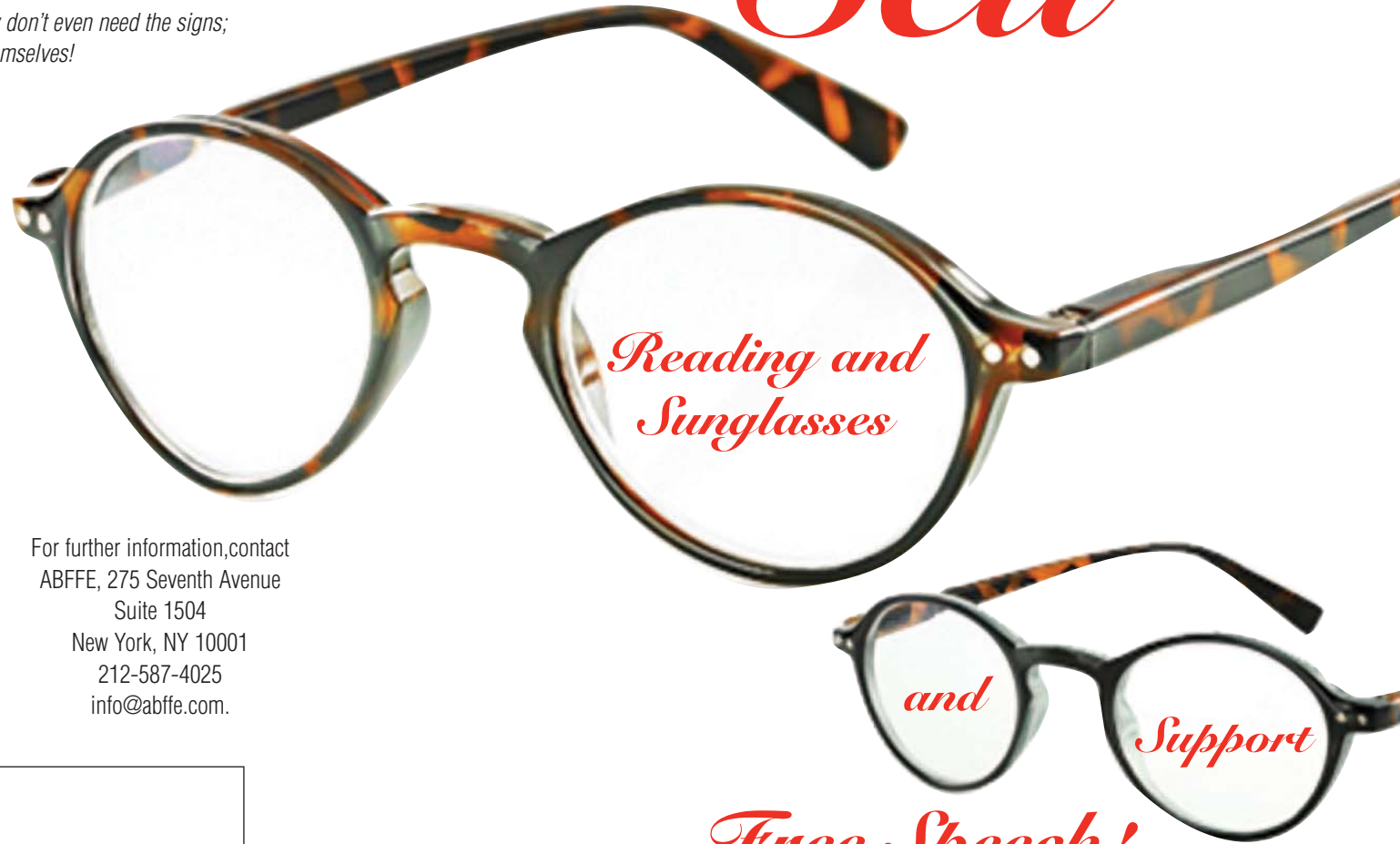


ABFFE has created signs to help boost the sale of your 2020 Vision USA glasses.

Available in both landscape and portrait formats (see below), they drive home the message that buying the glasses supports free speech. The signs can be downloaded from the ABFFE Web site, www.abffe.com/eyecharts/htm.

Some booksellers have said that they don't even need the signs; the glasses sell themselves!

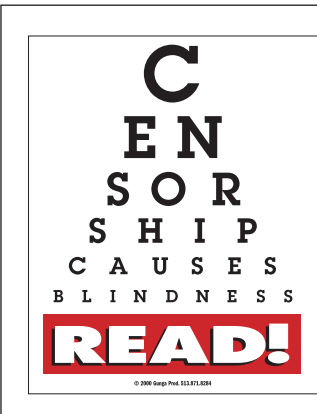
Sell



Protect your freedom to read.

A \$1 contribution will be made to the American Booksellers Foundation for Free Expression for every pair of glasses sold.

For further information, contact
ABFFE, 275 Seventh Avenue
Suite 1504
New York, NY 10001
212-587-4025
info@abffe.com.



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Free Speech!

The American Booksellers Foundation for Free Expression (ABFFE), the bookseller's voice in the fight against censorship, has joined 2020 Vision USA to raise money to defend the First Amendment rights of booksellers and their customers.

2020 Vision USA is donating \$1 to ABFFE for every pair of glasses it sells to independent bookstores. Selling these fun, sexy and stylish glasses has been a big hit. In the first seven months, more than 100 booksellers have bought 8,500 glasses.



A family business founded in Sarasota, Florida, in 1996, 2020 Vision USA offers a huge inventory of high fashion Italian designs. Its customers include bookstores across the country, including Books & Books in Miami, which sells several thousand pairs of 2020 Vision USA's designs annually.

It was Mitchell Kaplan, the owner of Books & Books and a member of the ABFFE board, who came up with the idea of approaching sideline vendors to see if they might be interested in contributing to ABFFE. He received an enthusiastic response from Phil Meyer, the founder of 2020 Vision USA, and his daughter, Denise Foster.

"Their styles and prices are terrific, and they offer personal and exceptional customer service."



Mitchell Kaplan
Books & Books, Miami, FL



Cosmopolitan



Soho



St. Tropez



Tribeca

The entire collection of 2020 Vision USA eyewear and accessories with wholesale prices can be found on the company Web site, www.2020visionusa.com.

For further information, contact 2020 Vision USA:

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Sarasota, FL 34276

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