

Excerpt
from
National
Conference
Video
(93)

GOAL:
Motivate
Regional
Directors,
District
Mgrs, key
vendors on
company
vision,
growth.

Full script
avail upon
request.

- v: Black screen
a: Sound Background: Sound of jet starting engine....louder....and then departure....
voice over: It began with a single kiosk -
and a vision...
- v: Black screen
a: (jet background louder) today, we're 600 strong - the world's largest sunglass retailer
- v: dissolve logo onto screen...
a: voiceover: Each year, Sunglass Hut International brings the unbeatable mix of Service,
Quality, and value to millions -

and still our journey has hardly begun...
- v: words (below) on screen (sky/mountains in background) and voice:
a: "If we can dream it...we can do it" Walt Disney
- v: shot of graphic globe with either Europe popping up at viewer from globe - or graphic
sunglass moving toward Europe (serving as the viewer's pointer)
a: resume jet sound effects
- v: actual nighttime aerial shot of London
a: appropriate background music - Big Ben chimes background with voiceover: "Europe"
- v: resume shot of graphic globe - with Mexico popping out at viewer (or sunglass
"pointer" traveling to Mexico on graphic globe)
a: resume jet sound effects
- v: actual aerial shot of Mexico pyramids or Cancun Beaches
a: appropriate background mexican music with voiceover: "Mexico"
- v: resume shot of graphic globe - with Japan popping out at viewer (or sunglass "pointer"
traveling to Japan on graphic globe)
a: resume jet sound effects
- v: shot of nighttime Japan, or daytime shot of Japanese garden
a: Oriental background music with voiceover: "Far East"
- v: globe becomes larger, moves toward viewer - United States comes in closer to viewer
with more detail - finally dissolving out
a: jet sound effects resume..."and it all begins here"...
- v: a photo - long shot - of a Hut storefront
a: in every store - at every counter
- v: medium shot of Sunglass Hut associate selling sunglass
a: our '90s dream begins with you...
- v: dissolve to intro - Jack Chadsey on screen with title - bottom corner
a: The dream begins with you and me... with brighter products and even better service -
shaping today's strengths into tomorrow's triumphs

We've dreamt it - now we're going to do it.

In the next few minutes, our team will show you exciting breakthroughs ..

in merchandise... presentation... design... and service -

cutting edge achievements to drive us forward into the future - to strengthen our
leadership role ...