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CONTACT: Dave Dean
Tel. 805-782-6422
ddean@liveeyewear.com

SOFT TOUCH™ FINISH REFINES COCOONS SUNWEAR

San Luis Obispo, CA - Live Eyewear announced today that Cocoons sunglasses will now feature Soft Touch™ coloring on all models. Cocoons are a patented range of polarized sunglasses, engineered to be worn over prescription eyewear.

Live Eyewear General Manager Kieran Hardy says "Cocoons are the world's highest quality OveRx sunglasses at the value price point. The Polar TX™ lenses for example, are completely scratch resistant and optically correct, an important factor with any sunglass designed to be worn over prescription eyewear. By incorporating Soft Touch™ technology, the Cocoons brand remains at the forefront of the OveRx sunglass market. The Soft Touch™ enhancement, as with the Polar TX lens, has been incorporated into the product line without any price increase, cementing Cocoons as the best value in OveRx sunwear.

Soft Touch™ is a specialized painting process that coats the sunglass frames with a unique, velvet like finish. "Cocoons are engineered to "float" over prescription eyewear. Soft Touch™ mutes any audible contact between the prescription frame and the OveRx sunglass, providing a quieter, more comfortable OveRx experience." adds Hardy.

Cocoons featuring Soft Touch™ will debut at the International Vision Exposition in Las Vegas, Nevada on September 12, 2002. Cocoons featuring Soft Touch™ will gradually filter into nationwide circulation as existing inventory is depleted. Soft Touch™ Cocoons will be reaching Live Eyewear Asian, European, Australasian and South American markets by early December 2002.

Live Eyewear manufacture and distribute three patented collections of polarized sunglasses engineered to be worn over prescription eyewear (OveRx). All Live sunglasses feature scratch resistant polarized lenses, a limited lifetime warranty and retail from US\$40 to US\$140. For more information about Soft Touch™ contact Live Eyewear at 800.834.2563.

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