



FOR IMMEDIATE RELEASE

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**AVIVA OPTICAL AWARDED EXCLUSIVE DISTRIBUTORSHIP FOR
LIVE EYEWEAR**

San Luis Obispo, CA - Live Eyewear announced today that it has finalized an agreement for the exclusive Australian distribution of Live Eyewear products with Aviva Optical Supplies. Live Eyewear General Manager, Kieran Hardy says, "We are very proud to have Aviva as our Australian agent. The company has a long track record of success in the Australian optical marketplace and I am looking forward to an exciting first year."

As the exclusive Live Eyewear agent in Australia, Aviva will be responsible for the promotion, sales and distribution of Live Eyewear's patented polarized sunglass collections. Viv Murray, Managing Director of Aviva says, "The Australian market has been searching for an optical quality range of sunglasses designed to be worn over prescription eyewear, that look good too. Live products address the requirements of the professional optical retailer by raising the standards for fits-over sunglasses that still retail at competitive prices! Aviva is looking forward to offering the Cocoons and Live Eyes collections to the Australian market place."

Aviva Optical Supplies has been servicing the Australian optical market for nearly 20 years. During this time the company has become a market leader and sole supplier for many optical professionals. The company prides itself on innovation and quality customer service. Aviva Optical Supplies can be visited at www.avivaoptical.com.au.

Live Eyewear offers three collections of sunglasses engineered to be worn over prescription eyewear; Cocoons™, Live Eyes™, and debuting in June of 2002.... Live Xtreme™, the world's first high performance fits-over sunglass. Touted as the highest quality fits-over sunglasses in the world, Live products feature patented design and construction elements new to the fits-over sunglass market. Live Eyewear can be reached toll free at (800) 834-2563 or visit the website at www.liveeyewear.com

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