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NEXT GENERATION FLEX2FIT™ TEMPLES ENHANCE COCOONS® COMFORT

Cocoons Redesigned Flex2Fit Temples Precisely Adjust to Achieve the Perfect Fit

San Luis Obispo, CA - Live Eyewear, manufacturer of the Cocoons brand of OveRx® sunglasses, announced today that all Cocoons models will feature a new generation of Flex2Fit adjustable temples. Flex2Fit temples have always been a core product feature of the Cocoons line that allows the wearer to customize the position of the temple for improved comfort and fit. The next generation of Flex2Fit temples features a soft rubber stem that not only improves the flexibility and comfort of the temple, but also the ease and precision of adjustment.

President Kieran Hardy reports, "The Flex2Fit feature has always been a favorite with our customers. The upgrade to our Flex2Fit temple design required extensive modifications to our existing temple molds, but the results are well worth the investment. By using a more flexible rubber material for the temple stem, consumers will find it much easier to adjust their Cocoons with even more precision than before." Flex2Fit temples are injection molded in colors corresponding to the Cocoons frame color, presenting a seamless transition between the ballistic nylon frame and the rubber temple tips.

The Cocoons brand is recognized worldwide as the highest quality OveRx sunwear available. Featuring Polaré™ polarized lenses Cocoons deliver optical quality sun protection to prescription eyeglass wearers. The extremely scratch resistant lenses offer 100% UV A&B protection and crystal clear visual acuity. The quality of Cocoons is reiterated by the brand's lifetime warranty. Available in a wide range of patented sizes and styles, Cocoons OveRx sunglasses isolate the eyes in Advanced UV Protection™. The frames feature underside, peripheral and topline protection from the elements, providing unsurpassed protection from damaging UV and harsh glare. All styles in the collection have an MSRP of \$44.95.

Live Eyewear is the world's leading manufacturer of premium OveRx eyewear. The company's renowned sunglass brand, Cocoons, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoons deliver complete eye protection like no other over prescription eyewear. In addition to Cocoons, Live Eyewear manufactures a wide range of OveRx eyewear collections including Live Eyes™, EyeArmor™, Cocoons® Clip-Ons, Live Xtreme® and new for 2006; The Vistana™ collection. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.liveeyewear.com.
