



LIVE EYEWEAR

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LIVE EYEWEAR RELEASES SOFT TOUCH® FRAMES IN VISTANA®

Driven By Popular Demand, The Vistana Collection Receives New Soft Touch® Frame Finishes

San Luis Obispo, CA – The Vistana OveRx® sunwear collection receives three new Soft Touch® frame finishes for 2010. The addition of matte black, tortoiseshell, and violet Soft Touch options to the popular, fashion-driven OveRx sunwear collection is in direct response to consumer demand. The popularity of the frame finish was established with the world renowned Cocoons® brand of over prescription sunglasses and will now be available in both collections from Live Eyewear. The new frame finishes are available in all five sizes with a choice of gray or copper polarized Polaré® lenses. The official launch of the new frame finishes will be held during the International Vision Exposition in Las Vegas, Nevada, Oct. 7th-9th, 2010.

Live Eyewear President, Kieran Hardy states, “The Vistana collection changed the standard in OveRx sunglass design and we are committed to keeping this line innovative and fresh. We have a rich history comprised of new innovations and improvements to the OveRx sunglass category. The Vistana collection has transcended traditional fit over sunglass styling and function by significantly improving the range of vision and aesthetic appeal.”

“Our goal with Vistana was to bring a sense of style and fashion to the over prescription sunglass category that did not exist. The frame designs were sleeker and featured bold, glossy finishes. We achieved our goal and by listening to customer feedback, we found out the new frames appealed to those with a more moderate sense of style as well. A great deal of the comments came from Cocoons fans that were well acquainted with our Soft Touch® finish and wanted us to add it to Vistana. We are confident these loyal Live Eyewear fans will be very pleased”, adds Dave Dean, Live Eyewear Vice President of Marketing.

Approximately 62% of the world’s population has some form of vision correction. Patented OveRx® sunglasses and UV absorptive filters deliver an optical grade eyewear solution that is convenient, provides superior protection and delivers exceptional performance for the price. OveRx sunwear provides an economic alternative for millions of people that require corrective eyewear and do not elect to purchase prescription sunglasses or photochromic lenses that can prove to be expensive and often not as effective as a full wrap OveRx sunglass.

The Vistana collection is available from eyecare professionals, sunglass specialty and better quality sporting goods retailers. Vistana features optically correct, scratch resistant Polaré® gray or copper polarized UV400 lenses in a wide variety of fashionable frame colors and sizes. All models include Flex2Fit® adjustable temples that allow each wearer to shape and contour the ear pieces for an exact fit that is extremely comfortable and secure during extended use. Included with each pair are a large micro fiber lens cloth, soft protective case and limited lifetime warranty.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company’s renowned OveRx sunglass brand, Cocoons® is recognized worldwide as being synonymous with comfort, convenience and quality. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com.
