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BREAKING NEWS FROM LIVE EYEWEAR!

FOR IMMEDIATE RELEASE

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LIVE EYEWEAR RELEASES COCOONS® BLACK CHERRY FRAME FINISH

Rich, Warm, Glossy Black Cherry Finish Expands Cocoons Fitover Collection Frame Color Options



San Luis Obispo, CA – Live Eyewear, manufacturer of the world renowned Cocoons polarized fitover sunwear collection, adds a new rich, warm, Black Cherry frame finish to the brand's current selection of frame colors. The new finish is currently available on all seven patented frame designs and is paired with Live Eyewear's optical grade Polaré® lens system in a gray tint.

Kieran Hardy, President, explains, "The Cocoons brand has acquired a reputation among sun worshippers, who wear prescription eyewear, and the eye care professionals that safeguard their patients' vision from damaging UV rays as the 'go to' fitover sunwear brand for superior protection, comfort, optical grade components/craftsmanship, and world class service. For 15 years, the Cocoons brand has been leading the market in providing 'best of breed' fitover sunwear solutions that continue to exceed our customers' expectations. The new Black Cherry finish provides our customers who are looking for a fashionable and rich frame color with an exciting new option. Our patented frame designs have always delivered exceptional eye protection and the new high gloss deep Black Cherry finish provides our fashion focused customers with an exciting new look that allows them to express their personal style without sacrificing the unparalleled protection offered by Cocoons."

Please email news@liveeyewear.com to acquire high resolution images of the new Cocoons Black Cherry fitover sunglasses for print reproduction of this press release.

Approximately 62% of the world's population has some form of vision correction. Live Eyewear's collections of patented fitover sunglasses and UV absorptive filters deliver an optical grade eyewear solution that is convenient, provides superior protection and delivers exceptional performance for the price. Fitover 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 fitover sunglass.

The Cocoons fitover polarized sunglasses collection is specially designed to be worn over ophthalmic eyewear frames and incorporates an array of patented features developed to deliver a superior fit and 360° of UV Protection®. All Cocoons fitover sunglasses and low vision UV filters include a lifetime warranty on the frames, one year scratch resistance warranty on the lenses, a custom neoprene case, and large ultra-absorbent lens cloth.

Live Eyewear is located on the central coast of California in San Luis Obispo. The company's patented sunwear collections are featured at eye care professionals and better quality sporting goods locations worldwide. Live Eyewear's focus on quality, unsurpassed customer service, and creative innovation has made them a leader in over prescription sunglasses and low vision aids. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.