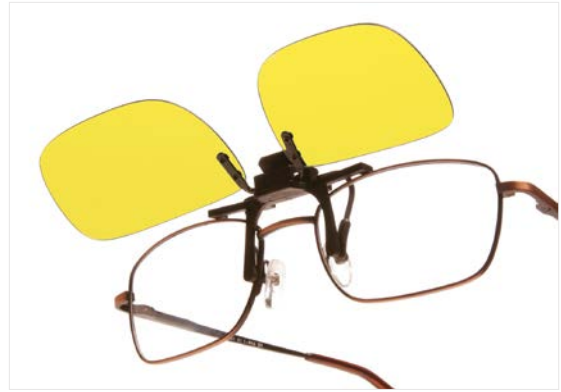




FOR IMMEDIATE RELEASE

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COCOONS® INTRODUCES HIGH CONTRAST, TWILIGHT™ LENS OPTION IN FLIP-UPS

The Cocoons brand of flip-up UV filters will offer a new high contrast lens tint designed for nighttime use

San Luis Obispo, CA – Live Eyewear announces the soon to be released addition of its Twilight™ lemon lens tint in the company's Cocoons brand of flip-ups designed to be worn over prescription eyewear. The new tint from the world renowned brand of optical grade, clip-on and flip-up UV filters will provide a simple and convenient way to reduce eyestrain caused by artificial lighting in nighttime conditions. The tried-and-true, simple-to-use flip-up design allows the wearer to alternate between filtered and naturally transmitted light effortlessly.

Dave Dean, Vice President of Marketing, explains, "For many, the glare of artificial lights (especially at night) and the reduced object definition inherent with low, flat light conditions can be just as visually challenging as the blinding glare encountered on a bright sunny day. More and more people are discovering the benefits that come from high light transmission tints that can be used at night to help reduce artificially generated blue light and glare. Light yellow tints, like our Lemon, help to relieve eyestrain while the high contrast nature of the tint amplifies object definition to improve visual acuity. Our flip-ups feature optical grade clarity combined with scratch-resistant durability to deliver an eyewear solution that eye care professionals can feel confident in recommending to their patrons."

The non-polarized Lemon tint blocks 100% of UVA/B and visible light waves up to 420nm, while transmitting 86% of available ambient light to the eyes. All Cocoons Flip-Ups are manufactured to Live Eyewear's meticulous quality specifications and feature a limited lifetime warranty. Cocoons Flip-Ups are available in a range of shapes and sizes featuring a universal clamp with rubber coated arms to safely and securely attach to almost any prescription eyewear frame style without damaging the Rx lenses. In addition to the new Lemon tint, Cocoons Flip-Ups are also available in polarized gray, amber, copper and yellow tints.

Live Eyewear is based on the central coast of California in San Luis Obispo. You can find the company's patented fitover sunwear collections 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 the fitover sunglass and low vision UV filter category. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
