



FOR IMMEDIATE RELEASE

CONTACT: Live Eyewear Newsroom  
Phone: 805.782.6422  
Email: [news@liveeyewear.com](mailto:news@liveeyewear.com)

## RAFTERY APPOINTED AS VP BUSINESS DEVELOPMENT

*San Luis Obispo, CA* - Live Eyewear, the world's leading manufacturer of professional grade fitover sunglasses has appointed Jay Raftery to the position of Vice President of Business Development. Mr. Raftery will report directly to Kieran Hardy, CEO.

In the newly created role, Raftery will manage a completely new segment of the company's business. Kieran Hardy, CEO of Live Eyewear said, "Jay's signing comes during the final chapter of four years of product research and development. The resources, time and money we directed into the project have been considerable, but the final result is a product that has a tremendous upside not just for our customers and our company, but the entire optical industry. I'm thrilled that something that started out as an 'impossibility' is now going to market. I couldn't think of anyone more suited to guide its success than Jay."

Raftery will have operations, sales and marketing responsibility for the new division. "There are so many positive aspects to this project. From the outset I knew that if the product could be made, the advantages we'd deliver to eye care professionals would be landmark. The fact that its 'Made in the USA' is a true testament to the continued evolution and progress of U.S. based manufacturing." The company will launch the new division at Vision Expo East in New York City, April 14 - 17, 2016. "There is a lot of work to do before New York," said Mr. Raftery, "but it doesn't end there. Once the line is unveiled, we have a succession of optical industry trade shows and release events across five continents. It's definitely an exciting time."

Mr. Raftery holds a degree in Business Finance from USC and earned his J.D. Law from the University of Denver. Jay rejoins Live Eyewear after two years with Beach, Cowdrey and Owen LLP. "Jay is very familiar with Live Eyewear as he served as the company's in-house General Counsel from 2010 to 2013. We're all pleased to welcome him back." said Hardy.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned fitover sunwear brand, Cocoon<sup>®</sup>, is recognized worldwide and is synonymous with comfort, convenience and quality. Live Eyewear's focus on innovation in fitover design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana<sup>®</sup>. For more information visit our website at [www.cocoonseyewear.com](http://www.cocoonseyewear.com)

\*\*\*