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LIVE EYEWEAR UNVEILS THE NEWLY REDESIGNED 2008 COCOONS®

The best just got better, Cocoons collection receives a fresh new look along with improved features

San Luis Obispo, CA – Live Eyewear announces the release of the newly redesigned Cocoons OveRx sunglass collection for 2008. Loaded with new features and design elements, the collection stays true to its foundation in function while refining its styling and performance. The 2008 Cocoons collection will debut at the International Vision Exposition in New York, April 11th-13th, 2008.

The cornerstone of the new Cocoons collection is an enhanced Polaré® polarized lens system that exceeds the Class 1 European Lens Standard (EN 166). The extremely strict parameters of the standard demand that lenses meet the highest quality level for optical performance and clarity. The Cocoons brand once again defines itself as the market leader by being the first to offer a Class 1 lens in the OveRx sunwear category. The new Class 1 Polaré lenses maintain the superior strength and scratch resistance that have made the Polaré lens and Cocoons the preferred choice in OveRx sunwear by eyecare professionals and consumers worldwide.

In addition to the upgraded Polaré lens system, the new Cocoons collection features sleek new frame modifications, an even smoother velvety Soft Touch finish and advanced Flex2Fit® adjustable temples.

Kieran Hardy, Live Eyewear President, says, “The Cocoons brand has been acknowledged by eyecare professionals as a brand of quality, dependability and value. The addition of these features will reiterate the brands reputation and meet the demands of an expanded consumer base.”

The new Cocoons collection will be the first of the company’s eyewear collections to feature the new OveRx Authenticity emblem embedded in the frame. The new symbol represents the OveRx Authenticity Program launched by the company in 2008. The program is designed to provide retailers and consumers with an easy to recognize symbol that guarantees they are receiving superior optical quality eyewear, the security of a limited lifetime warranty and the support of Live Eyewear’s premier customer service.

Live Eyewear is the world’s leading manufacturer of optical quality 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 brands including Vistana™, EyeArmor™, Cocoons® Clip-Ons and Live Xtreme®. For more information, contact Live Eyewear at (800) 834-2563 or visit our website at www.liveeyewear.com.
