



FOR IMMEDIATE RELEASE

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LIVE EYEWEAR ANNOUNCES FISHERMAN EYEWEAR AS OFFICIAL DISTRIBUTOR IN THE U.S. FISHING MARKET

Fisherman Eyewear will become the exclusive distributor of Live Eyewear's Cocoons collection

San Luis Obispo, CA - Live Eyewear, manufacturer of the world famous Cocoons® brand of OveRx sunwear, has announced that Fisherman Eyewear has become the new official distributor of the company's flagship brand.

Fisherman Eyewear will have exclusive sales representation and distribution of Cocoons frames, Cocoons Clip-Ons, and Cocoons Flip-Ups to independent fly fishing and general tackle retailers and distributors in the United States.

According to Greg Remmers, VP of Specialty Sales at Live Eyewear, "The synergy of Fisherman Eyewear and Live Eyewear's shared commitment to supplying functional, quality, value oriented polarized optics, as well as superior customer service to the fishing marketplace will enhance the overall value to our customers. Our customers can now look to Fisherman Eyewear as their one stop resource for quality sun protection, as well as the service commitment they have come to expect from both Fisherman Eyewear and Live Eyewear."

With Fisherman Eyewear and Live Eyewear's combined 37 years of experience servicing the sun protection needs of the tackle market, retailers can count on a shared commitment to great customer service, quality products, innovation and value.

With 70% of anglers currently wearing some form of corrective eyewear, Live Eyewear's partnership with Fisherman Eyewear further establishes the functional value of the OveRx concept as a necessity within any successful sunglass assortment.

The Cocoons collection features the proprietary Polaré lens system favored by today's avid outdoorsmen for its superior optical performance, scratch resistance and durability. Cocoons frames are available in six sizes, three frame colors, and four polarized lens tints. (MSRP \$44.95) Cocoons Clip-Ons are available with a choice of natural color definition gray or contrast enhancing amber lens options. (MSRP \$34.95) Cocoons Flip-Ups are available in four different sizes, with a choice of polarized gray, amber, or copper lenses. (MSRP \$19.95)

For additional information and product details, contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
