

## PRESS RELEASE

AUGUST 2016

Phone: 805.782.5070 x6422

Email: [news@liveeyewear.com](mailto:news@liveeyewear.com)

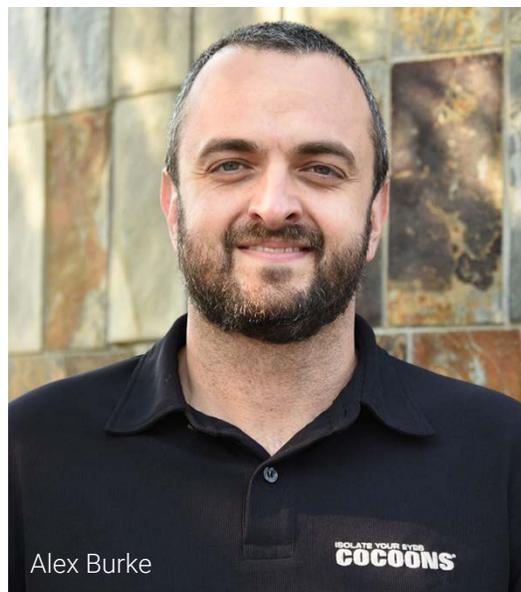
**COCOONS**<sup>®</sup>  
POLARIZED FITOVERS

## LIVE EYEWEAR PROMOTES BURKE TO SPECIALTY SALES MANAGER

San Luis Obispo, CA – Live Eyewear, Inc. announces the promotion of Alex Burke to the position of Specialty Sales Manager. In his new role, Burke is responsible for the development and management of Live Eyewear's sales activities in the Specialty Sporting Goods market segment.

Karen Zappia, Live Eyewear Vice President, states, "Alex's promotion to the Specialty Sales Manager role is well deserved and puts him in a position to utilize his knowledge and expertise in the fitover sunwear category to its full potential. Over his 16 years of experience, he has held positions in operations, customer service, account management, and sales. In each role his dedication to his responsibilities and unrelenting work ethic has delivered exceptional results. We're excited to welcome Alex to the management team and provide him with the support and resources he needs to achieve the company's sales objectives in the Specialty market."

Zappia continues, "Alex's experience in developing successful programs with both Optical and Specialty Sporting Goods accounts puts him in a unique position to identify areas of growth in our Specialty market that have proven successful in the Optical retail channel. This cross-market knowledge will prove invaluable when identifying and implementing new sales strategies designed to maximize the potential of the Specialty retail channel."



Alex Burke

Live Eyewear's market leading brand of fitover sunwear and specialty UV filters, Cocoon<sup>®</sup>, is available through tens of thousands of independent eye care and specialty sporting goods locations around the world. The Cocoon collection of fitover sunglasses designed to be worn over eyewear now features over 325 frame/lens combinations to choose from.

Burke, comments, "Our Specialty Sporting Goods business has seen tremendous growth over the last 10 years. I've been involved at various levels in helping achieve this growth and I am excited to take on the challenge of the lead role in growing our Specialty business going forward. I am eager to foster growth in product knowledge and fitover sunwear retail strategy within our sales force and international distributors. I know there is a very large market potential for polarized fitover sunglasses that has yet to be tapped. We have the right product and the right people to make it happen. With the support of our internal customer service team, independent sales representatives and our ever growing network of dedicated authorized retailers, I know we're going to see exponential growth in Specialty for the future."

All Cocoon fitover sunglasses and low vision UV filters include a custom designed neoprene case, large ultra-absorbent lens cloth and a manufacturer's limited lifetime warranty. The collection features optical quality, scratch resistant Polar<sup>®</sup> lenses in both polarized and non-polarized tints. The patented Flex2Fit<sup>®</sup> adjustable temple system allows each wearer to contour the ear pieces to their desired shape, providing the perfect fit that is secure and comfortable.

*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 fitover sunglasses and low vision UV filters. For further information contact Live Eyewear at 800.834.2563 or visit [cocoonseyewear.com](http://cocoonseyewear.com)*