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LIVE EYEWEAR SHOWCASES COCOONS® INK FRAMES AT VISION EXPO

The Cocoons Collection Gets Inked with a New Metallic Blue/Black Flecked Soft Touch® Frame Finish

San Luis Obispo, CA – Live Eyewear, manufacturer of the world renowned Cocoons OveRx sunwear collection, introduces a new metallic blue finish with black flecking to the brand's current selection of Soft Touch frame colors. The new frame color, *Ink*, will be officially released at the International Vision Exposition in New York, on March 23-25th, 2012. The new Ink frames will be available in all Cocoons models with an option of gray, amber, copper, or yellow Polaré® polarized lens tints.

Dave Dean, Vice President of Marketing, explains, "Blue is a tried and true color that is prevalent in both the latest fashion trends and long standing, traditional styles that are timeless. It appeals to men and woman alike, and will compliment our existing collection of Cocoons frame colors. Inspired by the calmness and stability emitted by some shades and mystical qualities captured by others, we have come up with this metallic and dynamic Soft Touch frame finish. The addition of the flecked dark blue color adds a new dimension to the Cocoons collection and offers eyeglass wearers a new look in OveRx frames that is sure to be eye-catching. Our patented frame collection has always delivered exceptional eye protection and *Ink* allows those that are passionate about their eyewear to express their personal style."

The Cocoons polarized OveRx sunglass collection is specially designed to be worn over ophthalmic eyewear frames and incorporates an array of patented features developed to deliver a superior fit and 360° of UV Protection®. Cocoons Soft Touch® finish, standard on all Cocoons sunwear and low vision frames, features a supple and soft surface that gently buffers the contact between the wearer's prescription eyewear and the OveRx frame, eliminating the "clatter" experienced with most competitive brands.

Live Eyewear's headquarters 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 over prescription sunglasses and low vision aids. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
