



FOR IMMEDIATE RELEASE

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LIVE EYEWEAR'S BRAMBLETT PROMOTED TO CUSTOMER SERVICE MANAGER

San Luis Obispo, CA – Live Eyewear, Inc. announces the promotion of Johnna Bramblett to the position of Customer Service Manager. In her new role, Bramblett is responsible for the development and management of Live Eyewear's account managers and customer service team.

Karen Zappia, Live Eyewear Vice President, states, "Ms. Bramblett's proven performance in her previous position as a Territory Account Manager and her demonstrated ability to meet the challenges of a leadership role in Live Eyewear makes her an ideal fit for her new responsibilities in the company. She will be in charge of directing the daily activities of our premiere customer service team to ensure that they are exceeding the expectations of our extensive network of authorized dealers in the independent eye care and specialty sporting goods markets. The fit-over sunglass category has experienced exceptional growth during the past decade and we know Johnna will play a vital role in helping our expanding customer base to exceed their business expectations as we continue to evolve our product offerings and grow this vital segment of the eyewear market."

Bramblett, comments, "Our growing network of authorized eyewear specialists are our most vital asset in bringing our patented OveRx® brands to the millions of consumers who wear corrective eyewear. Our authorized dealers are focused on delivering superior optical quality products and services to their clientele and Live Eyewear is focused on providing them with professional grade solutions, training programs and sales tools to help them succeed in the fit-over category. I am excited for the opportunity to lead these efforts by ensuring our team is delivering the service and support our customers deserve."

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx® brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. The Cocoons brand features polarized sunglasses, clip-ons and low vision aids specifically designed for those that wear corrective eyewear. For additional information on Live Eyewear's OveRx® collections, including Vistana® and LightGuard®, contact the company at 800.834.2563 or visit their website at www.liveeyewear.com.
