

FOR IMMEDIATE RELEASE
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CONSUMERS FIND SUPERIOR QUALITY IN COCOONS™

Consumer Data Confirms Customer Satisfaction With Cocoons Sunwear

San Luis Obispo, CA – Live Eyewear reports positive results from sales data collected in 2002. The data collected from Consumer Warranty Registrations reveals that consumers are extremely satisfied with the quality, design and function of their Cocoons sunglasses. Cocoons are polarized sunglasses designed to be worn over prescription eyewear. The patented collection features optically correct Polar TX™ scratch resistant lenses coupled with Soft Touch™ OverRx™ frames in a wide variety of sizes, colors and lens options.

Marketing Manager David Dean says, "It's very satisfying to see that consumers are extremely happy with Cocoons. Our data is compiled from warranty card registrations, service claims and direct interviews with thousands of people who purchased a pair of Cocoons during 2002." The following is a sample of the summary information distilled from information provided via Cocoons purchasers;

- > Would purchase Cocoons again - 92% would buy again
- > Likely to purchase an additional pair of Cocoons - 49% intend to buy another pair
- > Would refer Cocoons to a friend - 94% would refer a friend
- > Rate your Cocoons performance - 81% said "Exceptional"
- > Rate the comfort of Cocoons - 82% stated "Exceptional"
- > Have never worn an OverRx sunglass before - 59% had never worn an OverRx sunglass
- > Rate the product value compared to retail price - 78% stated that Cocoons were "Exceptional" value at price paid
- > Compared to other brands of OverRx sunwear - 96% stated Cocoons are "Exceedingly Better" than other brands

Based on these results, Dean says, "The feedback from the public has been overwhelming. The high level of satisfaction with the product can be directly attributed to the investment Live Eyewear has made in the quality of the components, attention to the engineering/design of the frames and the stringent lens quality requirements of the Cocoons collection of OverRx sunglasses. Cocoons are the only OverRx sunglass in the world that features optically correct, scratch resistant polarized lenses."

Live Eyewear manufacture and distribute a range of specialty sunglasses, including Cocoons™ Live Eyes™ and Live Xtreme™, the world's first high performance sport fits-over sunglasses. For more information about Cocoons™, contact Dave Dean: LIVE EYEWEAR, 3641 Sacramento Drive, Building 2, San Luis Obispo, CA 93401 • Tel: (805) 782-6422 • Fax: (800) 654-7432 • Or visit www.liveeyewear.com.

