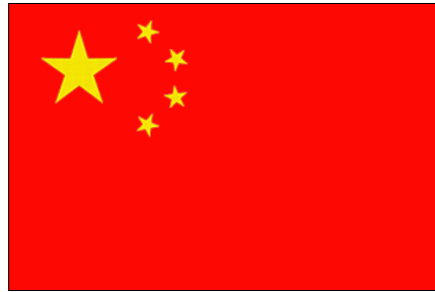




FOR IMMEDIATE RELEASE

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LIVE EYEWEAR REACHES AGREEMENT WITH CHINESE DISTRIBUTOR

San Luis Obispo, CA - Live Eyewear, the foremost authority within the OveRx market has finalized an agreement with Changsha Shunyi to represent the company throughout China. Changsha Shunyi has complete exclusivity and rights to distribute Live Eyewear's patented OveRx eyewear.

Vice President of Sales, Karen Zappia says "We are very excited about the upcoming introduction of optical grade OveRx sunwear to the people of China. We anticipate an exceptional response from China's eyeglass wearing population. Our products offer an extremely effective solution at a very economical price."

Zappia continues, "Our partnership with Changsha Shunyi is long term. As with most markets that have never been exposed to OveRx, there is an educational process that happens first. Eyecare professionals throughout China will learn how OveRx works, why it is so much more effective and not as cost prohibitive as prescription sunglasses or photochromic lenses.

Changsha Shunyi will begin exposing the Chinese optical market to the Cocoons and Vistana brands initially. Live Eyewear's proprietary innovations allow Changsha Shunyi to deliver optical grade solutions to the Chinese public.

Live Eyewear is the world's leading manufacturer of premium OveRx eyewear. The company's renowned sunglass brand, Cocoons, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoons deliver complete eye protection like no other over prescription eyewear. In addition to Cocoons, Live Eyewear also manufactures the first ever OveRx sunwear collection to eliminate the need for side shields; Vistana™.

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