



FOR IMMEDIATE RELEASE

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LIVE EYEWEAR, INC. PURCHASED BY COMPANY PRESIDENT

San Luis Obispo, CA - OveRx sunglass manufacturer Live Eyewear, Inc. announced today the purchase of the privately held corporation by the company's President, Kieran Hardy. The transaction was completed in early December; terms of the sale were not disclosed.

The California based eyewear manufacturer has been under the direction of Kieran Hardy since the company's inception in late 2001. Over the past 7 years, the business model has maintained a consistent focus on developing OveRx (designed to be worn over prescription) sunwear for eyecare professionals and a select number of higher quality specialty channels.

Hardy states, "Our team has built an extremely loyal customer base of eyecare professionals by staying focused and committed to delivering not only the finest OveRx sunwear on the market, but also an uncompromising dedication to our customers. We believe that both service and product innovation is essential to the continued growth of our company and our customers. This primary philosophy has been a critical component in establishing Cocoon and Vistana as the world's premier OveRx sunglass and it's something we will always follow."

Live Eyewear's executive team and the company's core focus will remain unchanged under the new ownership.

Hardy comments, "We have developed a very effective and experienced executive leadership team over the years. We share a common desire to deliver OveRx eyewear that features the performance and exceptional quality the public expects from their eyecare professional. I am excited for the future of the company and the opportunity to share its continued success with those that have supported the business from the beginning. Our industry reputation for world class quality and service is something we're extremely proud of and will continue to support."

Live Eyewear is the world's leading manufacturer of optical quality OveRx eyewear. The company's renowned sunglass brand, Cocoon®, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoon deliver complete eye protection like no other over prescription eyewear. In addition to Cocoon, Live Eyewear manufactures a wide range of OveRx eyewear brands including Vistana®, EyeArmor, Cocoon® Clip-Ons and Live Xtreme®. For more information, contact Live Eyewear at (800) 834-2563 or visit our website at www.liveeyewear.com.
