



FOR IMMEDIATE RELEASE

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**COCOONS™ REDEFINE FITS-OVER SUNGLASS STANDARDS**

*San Luis Obispo, Ca* – Live Eyewear introduce Cocoons™ to optical professionals at Vision Expo East 2002 in New York City. Cocoons™ are a patented range of polarized sunglasses designed to be worn over prescription eyewear and will be made available to the public exclusively via professional optical retailers.

Kieran Hardy, General Manager of Live Eyewear says “The Cocoons™ product range has redefined the fits-over category, improving not only frame and lens quality, but offering more value for the price.” Cocoons™ feature polarized scratch resistant lenses in an extremely flexible frame that carries a lifetime warranty. “We know that the eyecare professional will be as excited as we are about Cocoons™, especially when they see the price point!” adds Hardy.

Dean, Live Eyewear Marketing Manager says “Cocoons™ offer optically correct polarized lenses that are scratch resistant, eliminating the “disposable” aspect of other fits-over sunglass models. We have designed Cocoons™ to fit over a wide range of prescription eyewear shapes and sizes.”

Cocoons™ are available in four fashionable shapes and sizes, featuring amber or gray polarized scratch resistant lenses, and black or tortoise colored frames. Accessories included with every pair are a custom designed neoprene Cocoons™ case, and Duracloth. “The Cocoons™ accessories are fantastic products in themselves, and are complimentary with every Cocoons™ purchase.” says Dean. To commemorate the launch of Cocoons™, Live Eyewear designer apparel will be offered to all new accounts opened in the month of March 2002!

Live Eyewear manufacture and distribute a range of specialty sunglasses, including Live Eyes and Live Xtreme™, the world’s first high performance sport fits-over sunglasses. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at [www.liveeyewear.com](http://www.liveeyewear.com).

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