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LIVE EYEWEAR CELEBRATES 10 YEARS OF OveRx® EXCELLENCE
2012 Marks Live Eyewear's 10 Year Anniversary of Service to the Optical Industry

San Luis Obispo, CA – Live Eyewear, manufacturer of the renowned OveRx brand Cocoons, celebrates the company's 10 year anniversary at the International Vision Exposition in New York later this month.

For over a decade; Live Eyewear has focused on developing innovative new products for the over prescription eyewear category. The company's core strategy has been, and continues to be, a focus on delivering "best in breed" sunwear, low vision aids and specialty eyewear, such as passive 3D, to its ever growing distribution network of authorized dealers. The company's primary channels of distribution are through independent eye care professionals and better quality sporting goods locations.

The company's leading brand, Cocoons®, established itself as the standard in optical quality over prescription eyewear with the introduction of the Polaré® lens system and patented 360° of UV Protection®. The brands proven performance and dependability has made it a preferred choice of discerning eye care professionals and specialty sporting goods retailers who demand premium quality for their customers. The company markets its patented eyewear collections throughout the world, including the United States, Canada, Mexico, Japan, China, Thailand, South America, and Europe. as well as a host of other world locations. The company has teamed with many international partners to expand globally and today provides optically correct OveRx sunwear to individuals throughout the world.

Kieran Hardy, Live Eyewear President, states, "Our team is customer focused. This entails not only developing innovative OveRx eyewear, but also supporting our retail partners (and their customers) with an unsurpassed level of customer service. We believe you can't have one without the other. We are proud to have developed, and continue to grow, an extremely loyal customer base over the past decade by maintaining our core values of superior eyewear and service. Our authorized dealers have been instrumental in the growth of our brands and we want to mark our 10 year anniversary with a special thank you to all of them."

Hardy continues, "We will officially commemorate our 10 year anniversary at the International Vision Exposition in New York City, March 23rd-25th, 2012. In honor of this landmark event for Live Eyewear, we will offer exclusive, once in a decade, specials and we invite all attending eye care professionals to join us in the celebration!"

Live Eyewear's headquarters is located on the central coast of California in San Luis Obispo. You can find the company's patented sunwear and low vision collections at eye care professionals and better quality sporting goods locations worldwide. Live Eyewear's focus on quality, unsurpassed customer service, and creative innovation has made them a leader in the over prescription sunglass and low vision aids category. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.