



FOR IMMEDIATE RELEASE

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LIVE EYEWEAR INTRODUCES SEVEN NEW COCOONS CLIP-ONS SIZES

San Luis Obispo, Ca – Live Eyewear announces the expansion of the company's Cocoons Clip-Ons collection. The world famous brand of optical quality, polarized Clip-Ons receives seven new sizes in the collections' most popular selling shapes. The additional sizes were developed to address the increasing popularity of prescription frame styles that feature an increased width, or "A" measurement. Cocoons Clip-Ons now feature 49 shapes/sizes that feature a lightweight monel chassis design with a choice of gunmetal or bronze finish, and gray or amber Polaré® polarized lenses.

Karen Zappia, Live Eyewear Executive Vice President, says, "The Cocoons brand has been acknowledged by eye care professionals as a brand of quality, dependability and value. The addition of seven new sizes to our most popular selling Clip-On shapes will enable our Authorized Dealers more options and the ability to accurately fit an even greater range of prescription eyewear frames. Cocoons Clip-Ons provide a low-profile and convenient polarized sunwear option for those that want to effortlessly convert their prescription eyewear to sunglasses. When paired with our lifetime warranty and world class customer service, the Cocoons Clip-Ons collection delivers like no other universal clip on the market."

Cocoons Clip-Ons feature the same optical quality Polaré® lenses found in the patented Cocoons OverRx sunglasses. The scratch resistant, optically correct lenses are mounted in durable, yet lightweight, low profile, monel frames designed to fit over 99% of today's most popular eyewear styles. The precision FreeFlow™ stainless steel bridge allows you to quickly and easily attach the clips to your existing eyewear, instantly transforming them to polarized sunwear.

The suggested retail price is \$34.95, delivering exceptional value for the price. Each clip-on includes a protective hard case featuring the Cocoons logo and a manufacturer's limited lifetime warranty.

The Cocoons brand is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct scratch resistant lenses, Cocoons deliver enhanced vision and eye protection like no other over prescription eyewear. Live Eyewear is the world's leading manufacturer of premium OverRx eyewear. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.liveeyewear.com.
