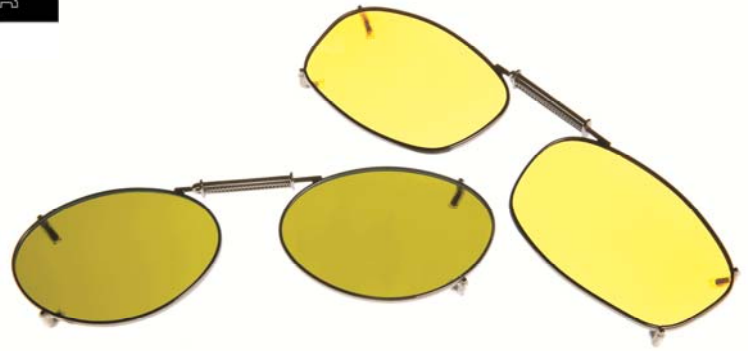




FOR IMMEDIATE RELEASE

CONTACT: Live Eyewear Newsroom
Phone: 805.782.5070 x6422
Email: news@liveeyewear.com



COCOONS® FEATURES NEW HIGH CONTRAST LENS OPTIONS IN CLIP-ONS COLLECTION

Polarized Yellow and Non-Polarized Lemon Lens Tints Are Ideal For Low Light Conditions and Indoor Use

San Luis Obispo, CA – Live Eyewear announces the addition of two new lens options to the company's Cocoons Clip-Ons collection. The world renowned brand of optical grade, clip-on sunwear has provided a simple and convenient way to transform prescription eyewear into polarized sunglasses for over a decade. The new polarized yellow and non-polarized Lemon lens tints are designed to enhance contrast and reduce glare in low light and indoor applications.

Dave Dean, Vice President of Marketing, explains, "The increased demand for our polarized yellow and non-polarized Lemon lens tints in our Cocoons fitover sunglasses and low vision UV filters is a strong indicator that an increasing number of eyeglass wearers are discovering the vision enhancing benefits offered by high contrast, high light transmission tints. For many, the glare of artificial lights (especially at night) and the reduced object definition inherent with low, flat light conditions can be just as visually challenging as the blinding glare encountered on a bright sunny day. Our polarized yellow and non-polarized Lemon tints are designed to maximize the available visible light, while reducing glare, and enhancing contrast to improve visual acuity."

The 100% polarized yellow tint blocks all ultraviolet light up to 460nm and provides 27% light transmission. The non-polarized Lemon tint blocks all ultraviolet light up to 420nm and provides 86% light transmission. All Cocoons Clip-Ons feature Polaré® scratch-resistant lenses and each clip-on includes a protective case and limited lifetime warranty.

Live Eyewear's headquarters is located on the central coast of California in San Luis Obispo. You can find the company's patented fitover sunwear 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 fitover sunglass and low vision aids category. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
