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LIVE EYEWEAR ANNOUNCES THE ADDITION OF LOW VISION LENS TINTS

Cocoons® OveRx Sunglasses Offer New Lens Tints Developed Specifically for the Low Vision Community

San Luis Obispo, CA – Live Eyewear announced today that Cocoons, the company's patented collection of sunwear designed to be worn over prescription eyewear, will be available in an additional range of specialty lens tints specifically developed for the Low Vision market. Millions of eyeglass wearers nationwide have come to depend on the convenience, comfort and complete protection delivered by Cocoons. By combining specialty low vision lens tints with the world's leading OveRx sunwear frame designs, the new Low Vision Cocoons will deliver these benefits to those with special low vision requirements.

Bob Jones, Optical Sales Manager says, "I've been eagerly anticipating the arrival of Cocoons with low vision tints. Specialty filters for low vision applications have been a consistent recommendation from our eyecare professionals, so it's extremely satisfying to be able to demonstrate how responsive our company is to the needs of our customers."

Cocoons patented frames will continue to be manufactured with the Polaré® lens system in polarized gray, amber, copper and yellow. The new low vision non-polarized tints will include orange, amber, yellow and mauve, which have been specially developed to protect the eyes from damaging UV light and enhance visual acuity for low vision patients.

"There has been a definite need in the low vision industry for a higher quality OveRx sunglass that caters to specific low vision requirements. We are thrilled to be part of the solution by bringing together the world's leading brand of OveRx sunglass with the most popular low vision lens options", added Jones.

Low Vision Cocoons will be launched at the International Vision Exposition in New York, April 11th-13th, 2008. The new specialty lens options will be available in all sizes of Cocoons with the choice of black or tortoiseshell frames. As with all Live Eyewear products, Cocoons featuring the new low vision lens options will be covered by the Live Eyewear limited lifetime warranty. Each patented frame style is based on proven OveRx design principles that ensure a comfortable fit over a wide range of prescription eyewear shapes and sizes, while providing 360° of complete protection from the elements. All Cocoons include a custom designed neoprene Cocoons case, and Duracloth™.

For additional details, contact Live Eyewear at 800.834.2563 or www.liveeyewear.com
