



FOR IMMEDIATE RELEASE

OCTOBER 2002

CONTACT: Dave Dean
Tel. 805-782-6422
ddean@liveeyewear.com

LIVE EYEWEAR ADDS THE MINI SLIM TO THE COCOONS COLLECTION

San Luis Obispo, Ca – Live Eyewear announces the much anticipated release of the new Cocoons' Mini Slim. The sleek new addition to the popular sunwear collection is a smaller version of the company's top selling Slim Line model. The patented frame will debut at the International Vision Exposition in Las Vegas, Nevada. As with all Cocoons models, the Mini Slim will be available in matte black, tortoiseshell, sapphire, and sand. All colors are available with optically correct gray, amber, or yellow Polar TX™ polarized, scratch resistant lenses.

Karen Zappia, National Sales Manager for Live Eyewear says, "The Cocoons collection has been extremely well received by eyecare professionals who are looking for optically correct fits-over sunwear. One of the leading features of the Cocoons line is the variety of sizes. With so many different prescription frames available, a fits-over sunglass collection must have a wide range of shapes and sizes to accurately meet the demands of today's corrected vision consumer." The Mini Slim adds a fifth size to the Cocoons collection and is expected to become a top selling model.

There are 172 million people in the USA that have corrected vision. Over 50% do not purchase prescription sunglasses, clips, or photochromic lenses. Live Eyewear offers the leading fits-over sunwear solution for these consumers. The company offers three patented collections of OveRx™ sunglasses; Cocoons™, Live Eyes™, and Live Xtreme™. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.liveeyewear.com

####