



Karen Zappia, Vice President Sales

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KAREN ZAPPIA HONORED AS ONE OF THE TOP WOMEN IN OPTICAL FOR 2009

Live Eyewear Celebrates Industry Recognition Bestowed On Company's Vice President of Sales

San Luis Obispo, CA – Live Eyewear joins the Optical Industry in recognizing Karen Zappia, the company's Vice President of Sales, for her outstanding achievement as one of the Optical Industry's Top 40 Women for 2009. The results of the Special Report can be found in the July 20th, 2009 edition of *Vision Monday* magazine.

"The success of any company is largely determined by its ability to remain focused on its customers' needs and to continuously seek out ways to improve each customer's experience with your products and services. Karen has always been an exceptional champion for our customers and our resulting reputation as a provider of world class customer service is largely due to her unwavering efforts", states Kieran Hardy, the company's president.

Zappia began her career in the Optical Industry over 12 years ago as a bookkeeper. She immediately determined that her true passion was to be directly involved with the company's customers via a sales role. She was given the opportunity in 1998 and quickly established herself as an outstanding member of the company's sales force. In 2001, Zappia joined Live Eyewear as a founding member and was appointed to the role of Sales Manager. In 2008, Zappia was promoted to Vice President of Sales.

In addition to managing Live Eyewear's domestic and international sales teams, Zappia is an active participant in many industry associations, events and committees. She has been a member of the Optical Women's Association since 2003 and was appointed to the organization's board in 2008.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx sunglass brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. Live Eyewear's focus on innovation in OveRx design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana®. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com.
