



FOR IMMEDIATE RELEASE

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LIVE EYEWEAR SHOWCASES COCOONS® IVY FRAMES AT VISION EXPO

The Cocoons Collection Goes Green with a New Ivy Soft Touch® Frame Finish

San Luis Obispo, CA – Live Eyewear, manufacturer of Cocoons®, the world renowned sunglass and clip-on collection designed to be worn over prescription eyewear, introduces a new deep green finish (identified as Ivy) to the brand's current selection of Soft Touch® frame colors. The new frame color will be officially released at the International Vision Exposition in Las Vegas, Nevada, on October 7-9th, 2010. The new Ivy frames will be available in all Cocoons models with an option of gray, amber, copper, or yellow Polaré® polarized lens tints.

Dave Dean, Live Eyewear Vice President of Marketing, comments, "Green is one of the most prominent colors in our natural environment, and studies show that we, as humans, can perceive more shades of green than any other visible color. Green is a long standing favorite, second only to blue, and has been a cornerstone of fashion and home décor. The color is proven to have equal appeal to both men and women, making it a great addition to the collection."

The Cocoons polarized OveRx® sunglass collection is specially designed to be worn over ophthalmic eyewear frames and incorporates a number of patented features developed to create a more secure and comfortable experience when worn over glasses. One such feature is the Soft Touch® finish applied to all Cocoons frames. This unique frame finish creates a supple and soft surface that gently buffers the contact between the wearer's prescription eyewear and the Cocoons sunglass frame, eliminating the "clatter" experienced with traditionally painted fits over sunglasses. For additional information on the many other features incorporated in the Cocoons collection, visit www.cocoonseyewear.com.

Cocoons have a manufacturers suggested retail of \$44.95.

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 as being 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
