

PRESS RELEASE

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LIVE EYEWEAR RECRUITS NEW CREATIVE TALENT

San Luis Obispo, CA eyewear manufacturer appoints Sarah Shea as Creative Director

San Luis Obispo, CA – Live Eyewear, Inc. announces the appointment of Sarah Shea to the position of Creative Director. In her new role, Shea will be responsible for the development of all creative assets related to further strengthening the identities of the company's core fitover eyewear brands.

Dave Dean, Live Eyewear Vice President of Marketing, states, "For nearly two decades we've worked diligently to establish and continuously enhance our eyewear collections designed to be worn over prescription eyewear. Our brands are recognized worldwide and considered best-of-breed in the sunwear and low vision categories. The identity of our brands and how we communicate what our brands represent is an extremely important aspect of our marketing strategy. Sarah's creative approach to multi-media and her visual story-telling abilities made her an ideal choice for the role."

Shea comments, "I see amazing potential for Live Eyewear and I am excited to be a part of the company's opportunity for exponential expansion as our primary target audience continues to grow. It's inspiring to work with brands in a product category that is not just a passing trend, but has proven itself to have true value to a large portion of eyewear consumers."

Shea holds a degree in Fine Arts from the University of Southern California's Roski School of Art and Design with a minor in communication design. She resides on the Central Coast of California and will be based out of the company's San Luis Obispo, California headquarters.

Shea continues, "Live Eyewear's brands, most notably Cocoon, are the ideal solution for eyeglass wearers that don't choose to purchase prescription sunglasses, but still want a professional-grade sunwear solution from their eyecare professional. The Cocoon collection features optical grade components and is backed by the personalized service customers won't find when buying lower quality fitovers from mass retail chains and home shopping networks. The internet and social media offer us a multitude of ways to expose eyeglass wearers to our brands and direct them to their nearest eyecare professional in our authorized dealer network. I look forward to maximizing our impact on the market by developing new media assets to reach out and not only expose, but educate both our retail partners and our consumer audience on why we are the best-in-breed in the fitover eyewear category."

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OverRx® fitover sunglass brand, Cocoon®, is recognized worldwide and is synonymous with comfort, convenience and quality. The Cocoon brand features polarized sunglasses, clip-ons and low vision aids specifically designed for those that wear corrective eyewear. For additional information on Live Eyewear's OverRx® collections, including Vistana® and LightGuard®, contact the company at 800.834.2563 or visit their website at www.cocoons.com.