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COCOONS® TO DELIVER A NEW VISUAL EXPERIENCE WITH 3D LENSES

Cocoons® OveRx® Eyewear to Feature Circular Polarized 3D Lens Technology

San Luis Obispo, CA - Live Eyewear, the world's leading manufacturer of eyewear designed to be worn over ophthalmic frames, has announced that Cocoons will be available with circular polarized 3D lenses in the fourth quarter of 2010. The company plans to enter the rapidly growing 3D eyewear market in response to increased retail demand for 3D eyewear designed for those that wear corrective glasses.

Dave Dean, Vice President of Marketing, says, "3D technology as a medium for visual entertainment is exploding. Developing 3D eyewear that will provide a superior fit and enhanced viewing experience for those that wear corrective glasses is a natural fit for us. Our design focus revolves around those that wear glasses. For almost a decade we have been providing eyeglass wearers with specialized sunwear, low vision aids and safety eyewear designed specifically for them. Our new 3D Cocoons will be no exception. The collection will feature the same proven OveRx® frame styles that have offered a tailored fit to eyeglass wearers around the world." According to the Vision Council of America, approximately 62% of the public wear corrective lenses.

Dean adds, "The circular polarized lenses that will be featured in Cocoons 3D are compatible for use with theater viewing, passive 3D televisions, laptops and computer monitors. Because the lenses block 100% of UVA and UVB rays, Cocoons 3D also provide maximum protection when worn outdoors as conventional sunglasses". The Cocoons 3D collection will be available in six sizes with Slate Soft Touch® frame finish.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx® sunwear brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. Cocoons are available from over 18,000 eyecare professionals across 22 countries. 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

