



FOR IMMEDIATE RELEASE

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BOB ZAPPIA JOINS LIVE EYEWEAR SALES FORCE

San Luis Obispo, CA – Live Eyewear expands its sales force with the recent hire of Bob Zappia. Mr. Zappia comes to Live Eyewear with 30+ years of sales and customer service experience. His extensive experience in the intensely competitive wholesale Food and Beverage sector have provided him with a deep-rooted emphasis on the value of delivering world class customer service; including ensuring his customers have the right products they need to meet the increasingly competitive nature of today's consumer markets. Mr. Zappia will focus on developing and supporting Live Eyewear's key accounts in the optical and specialty channels to ensure they are reaching their full potential in the OveRx® category.

Mr. Zappia expresses, "Live Eyewear has given me the opportunity to work with the leading brands in the OveRx sunwear category and I am excited to partner with our key accounts in order to help them reach their true sales potential in this constantly expanding segment of the sunwear market. Our patented designs and optical quality components are second to none. We can provide our customers with the ability to deliver a high quality, yet economical, sunwear solution to the 85% of eyeglass wearers that don't elect to purchase prescription sunglasses. This is an exceptional opportunity for both Live Eyewear and our retail partners."

President of Live Eyewear, Kieran Hardy says, "We are very pleased to welcome Bob to the sales team. Over the past 8 years, our Cocoon® and Vistana OveRx eyewear collections have helped us build an incredibly loyal customer base. Our commitment has always been to deliver the absolute best quality eyewear in the category, and to do so with absolute excellence in our customer service and sales programs. Bob will help us to not only maintain our reputation as a customer focused organization, but will aid us in building even stronger relationships that will help us reach both our goals and those of our customers."

Bob Zappia will be based out of the company's San Luis Obispo, California headquarters.

Live Eyewear is the world's leading manufacturer of premium OveRx eyewear. The company's renowned sunglass brand, Cocoon®, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring patented frame designs, optically correct, scratch resistant, polarized Polaré® lenses and adjustable Flex2Fit® temples, Cocoon deliver complete eye protection like no other over prescription sunwear. In addition to Cocoon, Live Eyewear also manufactures the first ever OveRx sunwear collection to eliminate the need for side shields; Vistana®. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com.
