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HAMMOND APPOINTED TO LIVE EYEWEAR SALES ANALYSIS TEAM

San Luis Obispo, CA – Live Eyewear, Inc. has announced the appointment of Sherry Hammod to the position of Sales Analyst. In her new position, Hammond is responsible for analyzing the company's sales data and developing effective trend models to ensure the company is proactively meeting the growing market demands for its patented sunglasses and low vision aids. Hammond will be located at the company's headquarters in San Luis Obispo, CA.

"Live Eyewear continues to experience exceptional growth as we expand our eyewear collections to meet the demands of both our current customer base and newly emerging opportunities within the eyewear market, including the rapidly developing passive 3D eyewear category. Sherry has a successful history in creating systems that capture and analyze raw sales data to provide accurate trend models that provide both the inside and outside sales force with pertinent market information. The insights we glean from her efforts will prove extremely valuable to our evolving business", stated Kieran Hardy, President of Live Eyewear.

"Her previous experience in developing and managing global sales data for customers ranging from independents to multi-national accounts will enable us to more accurately match our inventory levels to the demands of our customers worldwide. These contributions will improve both our operating efficiency and our ability to provide our customers with the product they need, when they need it. We're very pleased to have Sherry join our team", added Hardy.

Hammond, a 20+ year veteran of the eyewear industry, says, "Live Eyewear has established a professional, dedicated network of authorized eyewear specialists to represent their OveRx sunglasses and low vision aids. Their passion and focus on delivering superior quality and service is what attracted me to the company and I look forward to contributing to its continued growth as we enter the next decade."

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. The Cocoons 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 OveRx® collections, including Vistana® and LightGuard®, contact the company at 800.834.2563 or visit their website at www.liveeyewear.com.
