



FOR IMMEDIATE RELEASE

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BELLROSE JOINS LIVE EYEWEAR AS PRODUCT MANAGER

San Luis Obispo, CA – Live Eyewear, Inc. has announced the appointment of Trish Bellrose to the position of Product Manager. In her new position, Bellrose is responsible for the company's brand management, product development and forecasting. Bellrose will be located at the company's headquarters in San Luis Obispo, CA.

Bellrose comes to Live Eyewear with 18 years of product management experience, with the past five years specifically dedicated to the eyewear industry.

"Trish has a very successful track record in the eyewear business", stated Kieran Hardy, President of Live Eyewear. "Her previous experience in developing and managing optical products will help us to maintain our category leadership and support our customers' needs both domestically and internationally. We're very pleased to have Trish join our team", added Hardy.

Bellrose, a graduate in Marketing from the University of New Mexico commented, "Live Eyewear is the world leader in the OveRx sunglass category. I am eager to apply my industry experience to further strengthen the company's dominant position and to develop new and innovative eyewear that will support our customers' competitive advantage. Live Eyewear's commitment to excellence in customer service and support is very important to me and I'm looking forward to contributing to the continued success of the company and our customers."

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 and is 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.
