



FOR IMMEDIATE RELEASE

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20/20 MARKETING LTD. BECOMES LIVE EYEWEAR CANADIAN DISTRIBUTOR

San Luis Obispo, CA - Live Eyewear, Inc. has appointed 20/20 Marketing Ltd. as the exclusive distributor of the company's patented range of polarized fit over sunglasses, which include Cocoon, Live Eyes and the eagerly anticipated Live Xtreme (June 15th release). Effective immediately, 20/20 will be responsible for the distribution of Live Eyewear products to eyecare professionals throughout Canada.

Live Eyewear General Manager Kieran Hardy says, "20/20 bring a wealth of experience within the Canadian optical arena. The Cocoon brand has performed exceptionally well for US retailers and we expect the same to happen for Canadian eyecare professionals. As within the United States, the Canadian marketplace has been subjected to over priced, sub par quality fit over sunglasses for years. Cocoon deliver a fit over sunglass that is chosen 10 to 1 over competitive brands because of the designs, the increased quality and the very affordable price. I am excited to have 20/20 Marketing Ltd. as our Canadian agent."

Chris Begg of 20/20 says, "We have come to realize that our customers are looking for more than a product or price point, they are looking for a complete package. The Live Eyewear lifetime warranty reiterates the quality of the products, but retailers are also supported by co-op advertising, no hassle returns and a guaranteed sales policy. Eyecare professionals now have a quality option at an affordable price. Hundreds of eyecare professionals are already taking advantage of the Cocoon introductory specials."

Established in 1988, 20/20 Marketing Ltd. has long been recognized in the Canadian market as a leader in the implementation of effective optical accessory programs, and niche marketing. The constant pursuit of excellent service, product value, representation and marketing training distinguishes the company as one of the premier Canadian optical suppliers. 20/20 Marketing Ltd. can be contacted at (800) 265-3937.

Cocoon are available within the United States from Live Eyewear directly. Canadian sales inquiries should be directed to 20/20 Marketing Ltd.

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