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## COCOONS WEBSITE REACHES GLOBAL AUDIENCE WITH MULTI-LINGUAL CONTENT

*Multi-Lingual Content Supports the Growing Global Demand for OveRx® Sunglasses*

San Luis Obispo, CA – Live Eyewear launches the redesigned Cocoon website for 2008! The new website ([www.cocoonseyewear.com](http://www.cocoonseyewear.com)) features content presented in 10 different languages to support the growing global demand for OveRx sunwear. The new website contains detailed information on the features and benefits offered by the Cocoon OveRx sunglass, low vision aides and clip-ons collections. Eyewear consumers around the world now have the ability to obtain information on local retailers and product specifications in their native language. The website includes content in French, European Portuguese, German, Italian, Spanish, Brazilian Portuguese, Chinese, Japanese, Russian and English.

Visitors to the website are introduced to the Cocoon OveRx philosophy on quality, innovation in design, and the brand's dedication to providing superior customer service. The site features links to Cocoon product pages, sizing guides, product images/specifications, lens information, FAQs, and a simple-to-use online warranty registration in each of the different languages. The site encompasses a variety of over prescription options designed to meet the sunwear needs of virtually any eyeglass wearer; collections include Cocoon OveRx Sunglasses, Clip-Ons and Flip-Ups, allowing each visitor to compare and contrast the various options and choose which is best for them.

Live Eyewear's Vice President of Marketing, Dave Dean, comments, "With our continued global expansion, we required a website that could effectively introduce and educate a broad new base of eyewear consumers to the concept of OveRx (over prescription sunglasses, clip-ons and flip-ups). OveRx is the perfect addition to any eyewear specialist's sunwear program as it is the ideal alternative solution for the majority of eyeglass wearing consumers that do not choose to purchase a pair of prescription sunglasses or a custom fit clip-on product. We have a very aggressive international growth plan for 2008-2009 and the new multi-lingual website will play a key role in achieving our goals in new markets around the world."

Cocoon sunglasses, Clip-Ons and Flip-Ups are specifically designed to be worn over prescription eyewear. The Cocoon OveRx collection features Polaré lenses that deliver 100% polarization and maximum protection from damaging UVA&B light, while eliminating harsh glare. Polaré lenses exceed the Class 1 requirements of the European Standard for optical clarity and performance, and meet strict ANSI Z80.3 eyewear regulations for impact resistance, durability, and scratch resistance. All Cocoon sunwear products include a custom case, one year scratch resistant lens warranty and a limited lifetime warranty on the frames. For additional details, contact Live Eyewear at 805.782.5070 or visit the website at [www.cocoonseyewear.com](http://www.cocoonseyewear.com).