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ANDERSON JOINS LIVE EYEWEAR AS FORECAST ANALYST

San Luis Obispo, CA – Live Eyewear, Inc. has announced the appointment of Tracy Anderson to the position of Forecast Analyst. In his new position, Anderson is responsible for analyzing the company's sales trends and future forecasts to ensure the company is effectively meeting the growing market demands for its patented sunglasses and low vision aids. Anderson 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. Tracy has a very successful track record in the eyewear business and will provide us with the necessary insight to effectively support the demands of our evolving business", stated Kieran Hardy, President of Live Eyewear.

"His previous experience in developing and managing global forecast models 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 Tracy join our team", added Hardy.

Anderson, a 15 year veteran of the eyewear industry, says, "Live Eyewear has established a world class reputation for delivering the finest quality sunglasses and low vision aids designed to be worn over prescription eyewear. I was very impressed with Live Eyewear's emphasis on customer support. I am eager to contribute to the success of our customers by ensuring that their inventory requirements are accurately predicted, and they have the products they need to maximize their potential profits in the OveRx category."

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx brand, Cocoon[®], is recognized worldwide and is synonymous with comfort, convenience and quality. The Cocoon 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.
