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LIVE EYEWEAR'S PIATT PROMOTED TO CUSTOMER SERVICE MANAGER

San Luis Obispo, CA – Live Eyewear, Inc. announces the promotion of Morgan Piatt to the position of Customer Service Manager. In her new role, Piatt is responsible for the development and management of Live Eyewear's account manager and customer service team in addition to her role as Optical Sales Coordinator.

Karen Zappia, Live Eyewear Vice President, states, "Ms. Piatt's long history with the company and extensive experience in establishing and nurturing a premiere customer service team were key factors in selecting her for the position. Our business and network of authorized dealers has experienced exceptional growth during 2010-11 and we know Morgan will play a vital role in helping our expanding customer base to exceed their business expectations in the over prescription sunwear category."

Piatt, who was hired into the sales department in 2005, says, "Our growing network of authorized eyewear specialists are our most vital asset in bringing our patented OveRx eyewear to the millions of consumers who wear ophthalmic frames and do not choose to purchase prescription sunwear. Our authorized dealers are focused on delivering superior optical quality products and services to their clientele and Live Eyewear is here to support them with our expertise."

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.
