



FOR IMMEDIATE RELEASE

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COCOONS® DEBUT PHOTOCROMIC LENSES AT VISION EXPO

Cocoons® Elevates Fitover Sunwear Standards and Performance Once Again

San Luis Obispo, CA – Live Eyewear, Inc., a prominent manufacturer of fitover eyewear, announces the addition of polarized photochromic lenses to the company's world renowned Cocoons® brand. The UV activated polarized Polaré® lenses will be available in a choice of gray or amber tints. The company will debut Cocoons with the new photochromic lens option at the International Vision Exposition in New York on March 23-25th, 2012, booth #2625.

Dave Dean, Vice President of Marketing, explains, "We receive thousands of consumer and authorized dealer comments that are evaluated by our product development team to determine how we can better meet our customers' needs. The need for lens tints that offer less light transmission and provide improved protection for sensitive eyes has surfaced as a common request from both our authorized dealers and consumers. Our new photochromic lenses are the ideal option as they deliver a consistent level of light transmission as UV intensity fluctuates throughout the course of the day."

Dean continues, "Our new photochromic lenses are based on the optical grade Polaré® lens system that is renowned for its clarity, durability, polarization efficiency and 100% UVA&B protection. The new photochromic gray and amber tints are the ideal addition to our already diverse selection of tints."

Cocoons featuring the new photochromic lens options are available in all six patented frame styles and include a custom neoprene Cocoons case, a large lens cloth and a limited lifetime warranty.

Live Eyewear's headquarters is located on the central coast of California in San Luis Obispo. You can find the company's patented sunwear collections at eye care professionals and better quality sporting goods locations worldwide. Live Eyewear's focus on quality, unsurpassed customer service, and creative innovation has made them a leader in over prescription sunglass and low vision aids category. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
