



FOR IMMEDIATE RELEASE

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U! OPTIK AWARDED GERMAN DISTRIBUTORSHIP FOR LIVE EYEWEAR

San Luis Obispo, CA - Live Eyewear, Inc. has appointed U! Optik as the exclusive distributor of the company's patented eyewear, which include the world famous Cocoons brand and the fashion forward Vistana collection of OveRx eyewear.

U! Optik will be responsible for the distribution of Live Eyewear products to eyecare professionals throughout Germany. Live Eyewear President, Kieran Hardy says "U! Optik brings an absolute wealth of experience within the German optical arena. The company's reputation within the German optical markets is very high. The Cocoons and Vistana brands have performed exceptionally well in Europe, and we expect U! Optik will only enhance the brand awareness and add to the European success we have experienced."

The German optical marketplace has been subjected limited optical grade sunwear solutions for prescription eyewear. Prescription sunglasses are extremely expensive, where as our optical grade OveRx solutions offer an economic and performance advantage over such solutions.

Stefan Hotstegs, U! Optik's founder and President says, "We have come to realize that our customers are looking for more than a product or price point, they are looking for an alternative solution for the 64% of Germans that wear eyeglasses. We research all of the alternatives and came to the decision that Live Eyewear dominates the OveRx market for a very good reason; their products are the best in the world."

Live Eyewear is the world's leading manufacturer of premium OveRx eyewear. The company's renowned sunglass brand, Cocoons, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoons deliver complete eye protection like no other over prescription eyewear. In addition to Cocoons, Live Eyewear also manufactures the first ever OveRx sunwear collection to eliminate the need for side shields; Vistana.

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