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CONTACT: Live Eyewear Newsroom
Phone: 805.782.5070 x6427
Email: news@liveeyewear.com

LIVE EYEWEAR LAUNCHES OveRx AUTHENTICITY PROGRAM

OveRx Authenticity Emblem Assures Retailers and Consumers They Are Purchasing Genuine OveRx Products

San Luis Obispo, CA – Live Eyewear announces the official launch of the company's OveRx Authenticity Program in conjunction with the release of the redesigned Cocoons OveRx sunglass collection to debut at the International Vision Exposition in New York, April 11th-13th, 2008. The Cocoons brand has established a renowned reputation worldwide as the finest OveRx sunwear products available and will be the first of the company's eyewear collections to display the new OveRx Authenticity emblem.

The new authenticity program is designed to provide retailers and consumers with an easily identifiable symbol which represents the company's vigilant adherence to its proven design philosophy and focus on producing only superior grade optical products. Purchasers of OveRx sunwear that displays the new emblem are guaranteed they are receiving superior optical quality eyewear, the security of a limited lifetime warranty and the support of Live Eyewear's premier customer service.

In recent years, many unauthorized internet based retailers have attempted to sell Cocoons or products that claim to be Cocoons. The emblem will play a significant role in helping online consumers identify the few authorized websites that are selling genuine Cocoons sunglasses and Clip-Ons. "To combat the wave of counterfeiters, imposters and un-authorized retailers of Cocoons that are taking business away from authorized eyecare professionals and better quality sporting goods stores, we have implemented an Authenticity Program that not only protects their business, it protects the consumer," says Kieran Hardy, President of Live Eyewear.

Live Eyewear is the world's leading manufacturer of optical quality 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 manufactures a wide range of OveRx eyewear brands including Vistana™, EyeArmor™, Cocoons® Clip-Ons and Live Xtreme®. For more information, contact Live Eyewear at (800) 834-2563 or visit our website at www.liveeyewear.com.
