



LIGHTGUARD® COLLECTION OFFERS NEW TINTS

San Luis Obispo, CA - Live Eyewear announced today that the company's top-of-class, value priced eyewear collection, LightGuard®, is now available in an extended range of specialty tints designed to meet a broad spectrum of eyecare needs; including low vision applications, post-operative protection and general high impact safety requirements. The complete collection will be showcased at the International Vision Exposition in Las Vegas, Nevada, October 7-9th, 2010 at Live Eyewear booth 19077.

In addition to the smoke tint offered in the initial product release, the collection now incorporates the popular Lemon, Hazelnut and Orange tints found in the company's Cocoon's Low Vision absorptive filters. Both the OverRx® and sport wrap models are also available in clear polycarbonate for use when maximum light transmission and high impact protection are desired.

Karen Zappia, Vice President of Live Eyewear states, "Live Eyewear has been acknowledged by eyecare professionals as a company of quality, dependability and value. The LightGuard collection delivers a full range of features at a price point that meets the patients' needs without having to sacrifice the quality they have come to expect from their eyecare professional. LightGuard OverRx models are offered in multiple sizes to fit comfortably over a wide range of ophthalmic frame styles, and the sport inspired 8-base wrap offers maximum protection for those that don't need corrective eyewear."

LightGuard is designed to deliver maximum protection, reduce glare and minimize direct air flow that can irritate sensitive eyes. The collection features superior scratch resistance, anti-fog and UV400 protection while also meeting the eyewear safety standards of ANSI Z87.1-2003, EN 166 and AS/NZS 1337 for impact resistance.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OverRx® sunglass brand, Cocoon's® is recognized worldwide as being synonymous with comfort, convenience and quality. Live Eyewear's focus on innovation in OverRx® design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana®. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com.



From top to bottom:
Lemon, Hazelnut, Orange,
and Clear.

To view the entire collection, visit Live Eyewear booth 19077 at the International Vision Exposition in Las Vegas, Nevada, Oct. 7-9th, 2010.