



For Immediate Release

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CLEARVISION OPTICAL LAUNCHES XLFIT™

Collection to be unveiled at Vision Expo East, Booth #2818

Hauppauge, NY – March 2010 – ClearVision Optical, a leader in the eyewear industry, unveils its new **XLFIT™** at Vision Expo East held at New York's Jacob K. Javits Center March 19-21, 2010, Booth # 2818.

A collection of frames for the larger male who desires a perfect fit without a compromise in style, XLFIT™ frames were specially designed to precisely fit the heads of larger men. Spanning across four of ClearVision's most popular brands: BCBGMAXAZRIA, Cole Haan, IZOD and ClearVision House Brand Collection, XLFIT™ features innovative designs and current scaled styling.

Highlights include:

- Wider bridges and larger eye sizes to match fuller faces and wider PDs
- Longer temple lengths
- Extra Strength spring hinges for durability and comfort
- Extended end pieces for greater comfort

For more information on XLFIT™, please visit www.cvoptical.com or on Facebook at www.facebook.com/clearvisionoptical

About ClearVision

ClearVision Optical is a leader in the eyewear industry, with an extensive portfolio of distinctive brand names. A privately held company, ClearVision currently designs and markets optical quality frames and sunglasses for BCBGMAXAZRIA, Cole Haan, Ellen Tracy, IZOD, Op, Jessica McClintock and Fisher-Price®, as well as Junction City and several other well known house brands. ClearVision's collections are distributed throughout the United States and throughout 20 countries internationally. To learn more about ClearVision Optical, visit www.cvoptical.com.

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BCBGMAXAZRIA MASSIMO



COLE HAAN 985 XLFIT™



IZOD 394



CLEARVISION XL 4

