

KENMARK

KENMARK GROUP

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Dana Buchman Vision Offers New Optical Frames

LOUISVILLE, KY, February 12, 2010 – The Kenmark Group is introducing four new optical frames in Dana Buchman Vision. The collection is inspired by fashion designer Dana Buchman.

Each design captures her timeless sense of style with intricate details and beautiful designs. The new styles offer modern shapes and decorative elements for women ages 40-55+. Several frames feature custom cast jewelry inspired endpieces and decorative temples adorned with animal print motifs. Dana Buchman Vision offers progressive friendly shapes that fit a woman's face and accommodate a variety of lens options.

To support the new optical and sun collection, Kenmark recently held a photo shoot in New York City for its 2010 campaign. The campaign was photographed by Andrew Southam, an Australian photographer who lives in LA. He has photographed for Vogue, GQ, The Gap, Rolling Stone and countless other publications. He is well known for his definitive photographs of Liv Tyler, Gwyneth Paltrow, Natalie Portman and Kevin Spacey. The campaign features Dana Buchman wearing both her eyewear and sunwear collection and model Rachel Roberts. In addition to modeling, Roberts can be seen in a reoccurring role on the TV series *FlashForward*. She has guest starred on *Entourage*, *Ugly Betty* and *Numb3rs*. She will also be appearing in the upcoming movie: *How to Seduce Difficult Women*.

Dana Buchman Vision provides the career woman the perfect accessory to compliment her many lifestyles.

The new optical styles are listed below:

Honey

Colors: Black, Brown Gold, Cinnamon and Lavender
Sizes: 49-18-130 and 51-18-135
Materials: Metal Nylor Semi-Rimless
Features: Modified oval shape with thin flat temples adorned with delicate rivets in a wave pattern for added styling.

Miren

Colors: Brown, Caviar and Iris
Sizes: 48-16-125 and 50-16-130

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Dana Buchman Vision – page 2

Materials: Metal/Zyl
Features: This combination frame features a decorative open metal endpiece and beautiful zyl temples that are both modern and feminine.

Wisteria

Colors: Black, Brown and Slate
Sizes: 48-17-130 and 50-17-135
Materials: Metal Nylon Semi-Rimless
Features: Semi-rimless front with two faux reptile patterns on the temples to create texture and excitement.

Maude

Colors: Black, Plum, Ruby and Tortoise
Sizes: 51-14-130 and 53-14-135
Materials: Zyl
Features: This zyl frame is modern and sleek with its cast jewelry inspired endpiece and enamel inlay décor.

Each frame comes with a custom designed eyewear case featuring a signature Dana Buchman logo. All frames feature a 3-year warranty.

About Dana Buchman

Dana Buchman has been at the helm of her eponymous brand for two decades, creating clothes for the real women who run this country's businesses, families and communities. Her designs are worn by philanthropists, politicians, businesswomen and celebrities.

About Kenmark Group

Kenmark Group, an employee owned company, designs, markets and distributes eyewear and sunglasses to optical professionals primarily through exclusive licenses, private label and house collections worldwide. The Sunwear Division oversees the design, production and distribution for the retail sunwear category for specialty sunglass stores and top-tier department stores. The Kenmark Group works in collaboration with top fashion designers and iconic brands including: Vera Wang, Jhane Barnes, kensie, Dana Buchman, Lilly Pulitzer and Cynthia Rowley. Branded collections from Kenmark includes: República®, Thalia, Timex®, Hush Puppies®, Wolverine® and house collections. For a complete offering of frames and sun styles, visit www.kenmarkoptical.com.

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