



PRESS RELEASE

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FOR IMMEDIATE RELEASE:

Switch Vision Launches Two New Styles at VEE 2010

FAIRFIELD, NJ, February 2010 – Switch Vision will be launching two new styles at Vision Expo East – Altitude and Stoke.

Altitude is a bold 8 base semi rimless frame that combines sport performance and sport fashion. This large rectangular wrap look also features new colorations and a new Switch metal logo treatment. Available in a 62-eye size and 4 colorations: matte black, dark tortoise, matte gunmetal and a new coloration - snake.

Stoke is as easy to wear 8 base semi rimless frame that also combines sport performance and sport fashion. This soft narrow rectangular wrap look is available in a 60-eye size in 4 colorations: shiny black, tortoise and two new colorations – olive and demi purple.

Both styles are available with Glare Lens Kits or Sun Lens Kits, additional specialty lenses are available and they are 100% Rx'able through Switch Vision labs."

"The Altitude and Stoke add more contemporary styling to the collection, and enable us to fit a wider range of Rx's by utilizing a wider end piece which masks Rx edge thickness", says David Chute, CEO Switch Vision.

Switch Vision launched the Switch Rx Lab in June 2009. "We have been pleasantly surprised by the number of multiple Rx orders we are seeing, and the rapid uptake of Switch magnetic interchange technology. Altitude and Stoke add style and greater Rx-ability to the Switch collection, which should further enhance our Rx lens business," said Chute.

To see the new Switch Vision styles or see the new Switch Vision styles please visit the Switch Vision booth #2726.

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About Switch Vision™

Switch Vision is a sports performance sunglass collection featuring the world's first magnetic interchange lens system. The collection was launched May 2009 and is being sold by over 500 Optical, Sport and Sun Specialty Retailers in the United States. For more information on Switch Vision visit www.switchvision.com.