



Children's Eyewear Specialist

Press release - February 2010

Zoobug to debut kid's optical and sunglasses collections at Vision Expo East

LONDON, United Kingdom – Children's eyewear specialist Zoobug will exhibit at Vision Expo East (VEE) for the first time in March. The brand's launch at VEE in New York follows the signing of a distribution agreement last month with AccessUrEyez Eyewear for their children's optical and sunglass collections.

"We look forward to launching our ranges for children at Vision Expo East, which I believe offer something very different and exciting for the U.S. market," said Dr. Julie Diem Le, ophthalmologist and founder of Zoobug London. "Securing distribution in the U.S. has been an important step for Zoobug. We have a product for kids that is perfectly targeted to these markets, offering excellent UV protection, safety features and an exciting mix of fashion details and original colour combinations. Following our expansion in Europe and the Middle East, through the optical, fashion and travel retail sectors, the Zoobug brand is now well positioned to capture further market share in the kid's eyewear segment."

Zoobug will exhibit its extensive range of optical and sunglass lines for kids at VEE. The company will also show a new sunglass collection tailored specifically to the U.S. market, consisting of 6 sunglass styles (total of 23 pieces in a variety of colours): these include the highly successful models Daisy (Silmo D'Or winner), Vintage and Heritage, plus three new styles, Ted, Buzz and Zoom. The range has been designed to cater to a variety of age groups between 2 and 12 years. Models Daisy, Vintage and Heritage are suited to first time wearers from 2 to 6 years old. Ted, Buzz and Zoom are designed to fit 6 to 12 year olds. Each of the models combines charming styling with features for a secure fit, comfort and durability, from adjustable rubber tips to safe, impact-resistant lenses in polycarbonate or CR39, offering excellent optical clarity.

"Zoobug's success in the kid's eyewear sector has come down to the originality of our frame designs combined with quality production," adds Dr. Diem Le. "Parents feel reassured when they buy our sunglasses. They know their kids will be comfortable wearing them, properly protected from UV, while also finding plenty of enjoyment in our colourful, fashionable designs."

Visit Zoobug on Stand 3913 at International Vision Expo East! (March 18 – 21, 2010).

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Note to editors:

Zoobug was set up in 2006 by ophthalmologist Dr Julie Diem Le, who wanted to create a new concept in children's sunglasses offering high levels of protection from the sun as well as qualities such as comfort and wearability. Zoobugs are compliant with international standards for safe levels of UV protection including the British standard BS EN 1836:2005 and the US standard ANSI Z80.3:2001.

Zoobugs have been an instant success, meeting the market's need for a sunglass collection for children offering ultra-protective, sun-shielding eyewear that is extremely fashionable and fun to wear. Following this success, Zoobug launched its first optical ranges for children in May 2008. Each optical frame has been designed to offer superior levels of comfort. The frames feature cute temple motifs and come in flattering shapes and colours, giving kids the opportunity to be proud of their glasses! In October 2008, Zoobug won the Silmo d'Or award for its Daisy sunglasses in the Children's Category at the annual optical exhibition in Paris. This award is one of the most prestigious international industry accolades for the optical sector, awarded each year in 16 categories. The award recognises creativity, innovation and technological achievement. In 2009, Zoobug achieved a second Silmo d'Or nomination in the Children's Category for its optical frame, Butterfly.

In January 2010, Zoobug was recognised in the Category of Best New Fashion & Leathergoods Product, Duty-Free News International (DFNI) Product Awards 2009. The award of "highly commended" came just months after Zoobug entered the travel retail sector.