
EYEWEAR DESIGNS LTD.

FOR IMMEDIATE RELEASE

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EYEWEAR DESIGNS TO LAUNCH LEVI'S® EYEWEAR FOR FALL 2006

Syosset, NY (3/31/06) – Eyewear Designs Ltd. has signed a multi-year distribution agreement for the U.S. distribution of **Levi's® Eyewear**. The Levi's® brand is the original and definitive jeanswear known the world over.

The Levi's® collection is aimed at young men and women. The initial collection will include 12 optical styles: four plastic and eight metal, with interesting design elements and classic colors. Levi's® eyewear will ship in a distinctive denim case that reinforces the brand's heritage.

"We are extremely excited about working with the Levi's brand," says Andrea Gluck, Co-President of Eyewear Designs. "The Levi's® brand has been synonymous with originality and quality."

Eyewear Designs Ltd. is headquartered in Syosset, N.Y. The company designs, distributes and markets superior quality designer eyewear products to an ever-growing global distributor network, and many large retail accounts. For over 30 years, Eyewear Designs has been acknowledged as an industry leader offering world-class designer brand eyewear with innovative styling, manufactured to the highest quality standards.

Invented in 1873 by Levi Strauss, Levi's® Jeans are the original, authentic jeans. The Levi's® brand offers the widest range of great fitting jeans on the market and are the most widely recognized and often imitated products in the history of apparel. Levi's® Jeans have captured the attention, imagination and loyalty of generations of diverse individuals in more than 100 countries around the world and continue to do so today through more than 150 years of jeanswear innovation. For more information about the Levi's® brand, products and Levi's® stores, visit www.levi.com.

For more information please visit <http://www.eyeweardesigns.com>
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