

FOR IMMEDIATE RELEASE

## **Eyenvision Announces Issuance of Patent for Screwless Magnetic Eyewear**

PITTSBURGH, Pennsylvania (October 4, 2010) – Eyenovate, Inc. is pleased to announce the issuance of Patent No. 7,794,080 B2 Title: "SCREWLESS MAGNETIC EYEWEAR", by the United States Patent and Trademark Office.

“This patent is the culmination of years of design efforts to perfect a new product that allows for the replacement of screws and hinges with magnetic connections in the construction of an eyewear frame” commented Joseph Zewe, President and CEO of Eyenvision. Dennis G. Zelazowski, Eyenvision’s Chief Innovation Officer and the inventor of the product commented, “This product exemplifies our goal to provide innovative products that also solve common problems in the optical industry. This product eliminates the problem of broken hinges and lost screws. In addition, the product provides the wearer with a stylish, comfortable, lightweight fit.” Eyenvision is in the process of producing this product and plans for a formal product launch in November. Additional product and branding information will be announced closer to the launch. Eyenvision will be displaying the fully rimless version of the product at its booth during the Vision Expo West tradeshow in Las Vegas from October 7 through October 9 during which the company will be accepting pre-orders for the product.

More about the product – Eyenvision’s Screwless Magnetic Eyewear is the world's first completely magnetic eyewear. The magnetic eyewear is intended to address common problems of traditional eyewear. The product eliminates the use of tiny screws securing eyewires, nose pads, and temples that are prone to loosening or falling out. With traditional eyeglasses, unexpected stress on the frame results in the eyewear breaking apart at the hinge or frame. Through the use of magnets instead of screws and hinges, the new product allows for the separation to occur at the magnetic connection point, thus allowing for easy re-attachment with no damage to the eyewear. The patented design also eliminates pain behind the ears and pressure along the sides of the head. The elimination of stress points resolves the problem of metal fatigue that often results in breakage. Opticians and wearers of the product will appreciate the ease of fit, adjustment, and style of the product.

The initial launch will include a lightweight, three piece frame available in gunmetal, silver, and gold. Additional designs, including semi rimless and acetate with interchangeable temple pieces are currently under development.

**ABOUT EYENAVISION, INC.** - Eyenvision, Inc. is the developer of innovative consumer products and software solutions for the optical industry. Under the brand name Chemistrie, Eyenvision sells its patented Layered-Lens System series of products, which eliminate the challenges typically associated with clip-on eyewear. In addition, the Eyenvision Software and Service Division provides software products that simplify and automate business functions for optical retailers.

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