



**FOR IMMEDIATE RELEASE**

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## **Liberty Sport Launches Trailblazer Dry Eye with MagTraxion Technology™**

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Liberty Sport is proud to announce its new Trailblazer Dry Eye MagTraxion™ frame, specifically designed to alleviate the symptoms of Dry Eye sufferers.

Dry Eyes (Keratoconjunctivitis sicca) affects millions of people world wide, and is aggravated by windy or dry environments. Liberty Sport's new Dry Eye (DE) back cushion with MagTraxion™ technology helps to minimize the irritating symptoms of Dry Eye by blocking wind from encountering the eye's natural tear film and by trapping moist air in front of the cornea. "We developed a soft back cushion that molds to the user's face, creating a goggle effect to block out the elements." states Carmine DiChiara, VP of Product Development, "After receiving an overwhelming response to our Rider Dry Eye released earlier this year, we decided to launch this concept on another of our more popular styles; the Trailblazer."

The Trailblazer Dry Eye with MagTraxion Technology™ will be previewing at Vision Expo West and launching in early 2011. The back cushion material is soft, hypoallergenic and water resistant thermoplastic rubber with air ventilation holes to allow for controlled airflow and prevent fogging. You also have the option to change from Dry Eye magnetic back cushions to standard magnetic back cushions. Available colors are: Translucent Black and Matte Slate. The packaging includes a Liberty Sport semi rigid case, short strap for added stability and a cleaning cloth.

MagTraxion Technology™ by Liberty Sport is a technologically unique magnetic system combining skillful engineering and contemporary styling. It utilizes magnets located in the eyerim and in the eyecup to allow quick removal and interchange of the back padding. In a snap, you can go from a fashion sunglass to a high performance sun protection frame with additional padding. It's like getting two sunglasses for the price of one!

To support the Eye Care Professional in selling this category, Liberty Sport developed a compact three piece display that is complimentary with the purchase of an introductory three piece Trailblazer Dry Eye sunglasses assortment.

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Liberty Sport Performance Suns are all Rx'able and available at leading independent eye care professionals and leading optical chains. To get more information and the complete assortment of protective sport eyewear and performance sunwear from Liberty Sport, visit [www.libertysport.com](http://www.libertysport.com)

### **About Liberty Sport, Inc.**

For over 25 years, Liberty Sport, Inc. has been the recognized leader in Rx'able protective and performance sport eyewear. Liberty Sport has been at the forefront advancing the growing national movement, promoting eye safety during scholastic and recreational sports. Today Liberty Sport sells and distributes its eyewear through eye care professionals and leading optical chains worldwide.