

FOR IMMEDIATE RELEASE

EYEWEAR DESIGNS LTD. AND WESTGROUPE ANNOUNCE A CANADIAN DISTRIBUTION AGREEMENT FOR ÁLE BY ALESSANDRA EYEWEAR AND SUNWEAR

Bethpage, NY (February 1, 2016) – Eyewear Designs Ltd. is proud to announce the agreement with WestGroupe to distribute Ále by Alessandra Eyewear and Sunwear collections in Canada.

Ále by Alessandra is the popular lifestyle brand inspired by the life and style of international fashion icon and supermodel, Alessandra Ambrosio. A Victoria's Secret angel for more than 10 years, Alessandra is the Brazilian born supermodel whose signature style has graced the cover of more than 70 fashion publications around the world.

"We are very excited to be partnering with Michael and Beverly Suliteanu and the team at WestGroupe to launch the Ále by Alessandra Eyewear and Sunwear Collections in Canada. Our long-standing relationship with WestGroupe has been the key to our success in the Canadian market," states Andrea Gluck, Co-President of Eyewear Designs Ltd. "The collection is designed for the fashion minded woman looking for stylish and affordable fashion and is perfect for the WestGroupe customer," continues Gluck.

For more information, please contact Carol Ann Edwards at cedwards@westgroupe.com or visit westgroupe.com.

ABOUT EYEWEAR DESIGNS LTD.

Eyewear Designs Ltd. is headquartered in Bethpage, 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 40 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.

ABOUT WESTGROUPE

With over 50 years of industry insight, WestGroupe's mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. The company is driven by their customer commitment to excellent service and exceptional product. WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allow customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including KLiiK denmark, FYSH UK, EVATIK and Superflex.

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