

FOR IMMEDIATE RELEASE

WESTGROUPE LAUNCHES TONY HAWK ADULT EYEWEAR

Montreal, QC (JANUARY 20, 2017) – Following the huge success of the Tony Hawk Kids collection, WestGroupe is pleased to announce an agreement with Eyewear Designs Ltd. to distribute the Tony Hawk adult eyewear collection in Canada. The launch is scheduled for February 2017.

Tony Hawk is a skate board legend and is widely considered to be one of the most successful and influential pioneers of modern skateboard culture. Today, the Tony Hawk brand includes a billion-dollar video game franchise, successful businesses such as Birdhouse Skateboards, Hawk Clothing, and the Tony Hawk Signature Series sporting goods and toys. Launched in the US in 2015, The Tony Hawk Eyewear collection has garnered rave reviews for its innovative styling, bold use of color and attention to detail.

“The Tony Hawk brand is a globally recognized “skate culture” lifestyle brand that combines style and performance with cool, laidback attitude,” says Beverly Suliteanu, Vice-President of Product Development at WestGroupe. “Tony Hawk is the original skate board guru and has tremendous brand recognition and an appeal that resonates across all ages. We were very impressed with the quick success of the kids collection and look forward to introducing The Tony Hawk adult collection to the Canadian marketplace.”

The Tony Hawk collection will be launching with six men’s styles (three acetate models and three stainless steel models) featuring the sporty styling and bold colors that have become a staple of the Tony Hawk brand. A Tony Hawk custom case and merchandising material will also be available.

For more information about the Tony Hawk eyewear collection, please contact Carol Ann Edwards at cedwards@westgroupe.com or visit westgroupe.com.

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.

ABOUT TONY HAWK

Tony Hawk began skateboarding at age 9. By the age of 12, he was winning amateur contests. At 14, he turned professional, and by the time he turned 16 years of age he was widely regarded as the best competitive skateboarder in the world. When he was 25, he'd competed in 103 pro contests, winning 73 of them and placing second in 19—a record that will almost certainly never be matched. Tony retired from competition in 1999, though he continues to perform skate demos and exhibitions around the world.

Tony's commitment to the skateboard lifestyle and community, have never wavered. Tony has created many brands of products, toys, video games, apparel and, of course, skateboarding gear, all with one thing in common: authenticity. He founded the Tony Hawk Foundation in 2002, which seeks to foster lasting improvements in society, with an emphasis on supporting and empowering youth. Through special events, grants, and technical assistance, the foundation supports recreational programs, with a focus on the creation of public skateparks in low-income communities. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results. To date, the foundation has awarded \$5.2 million to over 550 public skatepark projects serving over 4.8 million visitors annually.

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