

FOR IMMEDIATE RELEASE:

SPECT EYEWEAR & RED BULL SPECT EYEWEAR & PLAN "B" EYEWEAR ANNOUNCE EXCLUSIVE CANADIAN DISTRIBUTION AGREEMENT

Michael Pachleitner Group (MPG) & Plan "B" Eyewear are pleased to announce their exciting new collaboration. The two companies recently signed a 3-year agreement in which Plan "B" Eyewear will become the exclusive Canadian distributor in to the Optical distribution channel for ophthalmic frames and sunglasses for SPECT Eyewear; including its capsule co-branded Red Bull SPECT collection which consists of sunglasses and goggles.

Effective immediately, the two partners will team up to launch the SPECT and Red Bull SPECT latest collection at Vision Expo East in New York City at booth #4952.

Paul Storace, President of Plan "B" Eyewear: "For many years I have purposefully avoided carrying any branded or licensed product. For us to consider offering a branded product, the brand had to make sense for the company and must represent something unique and different. Something that wasn't found anywhere else. Each collection within the SPECT family represents a void that exists in the Canadian marketplace today. The technology offered in the Sunwear, and goggles, from SPECT and Red Bull SPECT Eyewear is exceptionally innovative. We have always prided ourselves on our products featuring tremendous functionality, proprietary technology and problem-solving solutions for our customers and their patients. SPECT and Red Bull SPECT will elevate the selection of any forward-thinking dispensary that carries this collection. It's anything but your average eyewear."

Anthony Reid, of MPG, stated that "Plan "B" Eyewear was always our number 1 choice for this collection. Paul and his team continue to give the highest levels of service to their customers and are the perfect fit for a group like MPG."

Starting in April 2017, this collection will be available for independent ECP's who are looking to offer unique and superior product selection in their dispensaries. Contact Plan "B" Eyewear directly to learn more at 1-888-399-7742 or customerservice@alternativeeyes.com.