

FOR IMMEDIATE RELEASE

WESTGROUPE NAMED CANADIAN DISTRIBUTOR FOR ZEISS EYEWEAR

WestGroupe is pleased to announce the launch of the Zeiss eyewear collection in Canada. This is the first time ZEISS EYEWEAR will be available in the Canadian optical market, launching January 2018.

Zeiss has over 100 years of expertise in manufacturing & cutting-edge technology in both lenses & design. The eyewear collection is the perfect complement to Zeiss' experience in pioneering customized lenses. Combining frames with lenses, customers can now have the complete Zeiss experience.

"We are excited to offer a new premium brand to our customers that is complimentary to their current assortment. In this diverse range of product, Zeiss Eyewear features European, minimalistic styling with high-end materials, constructions & technology that resonates with customers & is synonymous to the Zeiss brand", says Beverly Suliteanu, VP of Product Development.

The collection will launch with 14 styles for men and women, with a selection of full rim, semi rim and rimless styles constructed in Titanium, Beta-Titanium and TX5 materials.

For more information about the ZEISS Eyewear collection, please contact us at marketing@westgroupe.com, or visit our website at www.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 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 EVATIK, KLiik denmark, FYSH & Superflex.

ABOUT ZEISS

Zeiss, an international technology leader for more that 165 years, specializes in optics and optoelectronics. Zeiss develops and distributes lithography optics, measuring technology, microscopes, medical technology, eyeglass lenses, camera & cine lenses, binoculars and planetarium technology. With its proprietary technology, Zeiss constantly advances & shapes the world of optics. Zeiss' goal is to provide products and services that meet or exceed customer and consumer expectations on quality, service and performance in a way that protects our environment.

ZEISS EYEWEAR is dedicated to designing and producing luxury eyewear with premium fit, comfort & materials with proprietary construction and manufacturing technologies without compromising the frame fit. Paired with ZEISS precision lenses, Zeiss eyewear offers the optimal individualized vision experience.