

For
IMMEDIATE
Release

Liberty is celebrating its 90th Anniversary & Heritage of Excellence: 1929-2019

Fairfield, NJ (February 7, 2019) - Founded in 1929, following the US stock market crash that led to the Great Depression, two brothers began crafting eyeglass frames in their Newark, New Jersey basement. As Italian immigrants pursuing the American Dream, they built the company that would become known as Liberty Optical.

In the 1950's, Liberty achieved mass market success with iconic ophthalmic frame styles such as the Broker, Par, and Libby. Business boomed and operations expanded as Liberty became one of the largest optical manufacturers in the USA by 1964.

During the 1980's, Liberty led the charge to develop protective eyeglasses for athletes young and old. The distinctive look of Rec Specs goggles captured the public's imagination as Hall of Fame athletes wore Rec Specs in the NFL, NBA, and MLB. Over the last four decades, 9 out of 10 sport protective eyeglasses sold in the USA have been Rec Specs.

In the last two decades, Liberty expanded its product development mission with the engineering expertise developed from Rec Specs to introduce Performance Sunglasses Collections and the Switch Magnetic Interchange Technology line. Most recently, Liberty released the "Virtually Indestructible" Active Everyday Eyeglasses line, bringing the company back to its optical frame roots.

Launched in 2015, the Rec Specs Lab was established to produce Rx lenses that could address the vision protection and performance needs of athletes. Liberty now provides "Virtually Indestructible" complete frame and lens solutions for both youth and adults.

"I started at Liberty fresh from college and have been the CEO for 53 years," says Anthony M. DiChiara, CEO & President Liberty. "Building on my Father and Uncle's legacy, I am proud that we have continued their spirit of innovation, openness to change, and commitment to customer service. Those values and our core team, most of which have been with Liberty for decades, has allowed us to thrive for 90 years."

Today, Liberty remains committed to being at the forefront of Virtually Indestructible, Purpose-Built eyewear solutions that defend vision from injury and enhance vision performance. Liberty proudly embraces its "Heritage of Excellence" as a family owned and operated American company.

View the full range of Rec Specs solutions at www.libertysport.com or call 800.444.5010 for more information.

About Liberty

Founded in 1929 and celebrating a 90 year "Heritage of Excellence" in 2019, Liberty is the leading manufacturer and distributor of Rec Specs Purpose-built Sport Protective, Sun Performance, and Active Rx Eyewear. Coupled with the Rec Specs Lab, Liberty provides 100% certified complete Rx solutions for active youth and adults. Liberty's eyewear is worn wherever vision performance is critical: from baseball diamonds to the International Space Station, where NASA astronauts use Switch Technology. Liberty Sport is committed to promoting awareness for sports eye injury prevention in partnership with both Prevent Blindness and Special Olympics. Follow us on social media: Facebook: [fb.com/LibertySport29](https://www.facebook.com/LibertySport29); Twitter: @LibertySport29; Pinterest: Liberty Sport; Instagram: Liberty.Sport.

REC SPECS

Sports & play are too tough for everyday eyewear.

