

FOR IMMEDIATE RELEASE



DRAGON AND PLASTIC BANK ANNOUNCE GLOBAL PARTNERSHIP

NEW YORK, NY, SEPTEMBER 6, 2022 – Today, **Dragon**, a proprietary brand of Marchon Eyewear Inc., announces a new partnership with social enterprise, **Plastic Bank**. Dragon, a leader in the performance eyewear space with deep roots in the action sports world has implemented a plastic offset impact program, where each pair of Dragon optical frames, sunglasses, and snow goggles sold will prevent the equivalent of 10 plastic bottles from entering the ocean in collaboration with Plastic Bank.

The partnership will help stop ocean plastic and improve the lives of collection community members in vulnerable coastal areas. With this collaboration, the two companies are creating environmental, social, and economic impact. By choosing Dragon eyewear, customers are contributing to Dragon's annual commitment of stopping over 85,600 kg of ocean-bound plastic from entering the ocean – that's the equivalent of over 4,280,000 million single-use plastic bottles.

"We are very proud to announce our partnership with Plastic Bank, and Dragon is a natural fit," said **Thomas Burkhardt**, President of Marchon Eyewear, Inc. "By collaborating with Plastic Bank, we are solidifying our commitment to social responsibility and sustainable initiatives, while also tying it back to the brand's heritage in surf."

"Around 11 million tons of plastic waste is flowing each year into the ocean. We keep talking about climate change when what we need to focus on is business change like the one brought about by Marchon for Dragon. Thank you for empowering your consumers with the choice to be part of the solution," said **David Katz**, Founder of Plastic Bank.

Known for their innovative designs and expert craftsmanship, Dragon continues to evolve into a new era of growth with sustainability at the forefront. Dragon eyewear currently offers a variety of sunglasses and ophthalmic styles made with Upcycled plastic, frames designed from recycled plastic water bottles. Dragon also has an offering of frames made from plant-based resin, all available worldwide at Dragon specialty retailers, select optical retailers and online at dragonalliance.com and eyeconic.com.

About Dragon

Born in San Clemente, California, Dragon is internationally recognized as a leading performance eyewear brand for those seeking progressively designed products, high-level performance, and innovative technology. Since 1993, our world class collection of athletes and ambassadors helped pioneer and inspire our wide range of products, while our heritage in surf and snow culture illustrates our ongoing celebration of an active, impassioned lifestyle. For more information on Dragon's premium goggles and eyewear, visit dragonalliance.com

About Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world's largest manufacturers and distributors of quality eyewear and sunglasses. The company markets its products under prestigious brand names including: Calvin Klein, Columbia, Converse, DKNY, Donna Karan, Dragon, Flexon, Karl Lagerfeld, Lacoste, Lanvin, Liu Jo, Longchamp, Marchon NYC, MCM, Nautica, Nike, Nine West, Pilgrim, Pure, Salvatore Ferragamo, Shinola, Skaga, Victoria Beckham and ZEISS. Marchon Eyewear distributes its products through a global network

of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries. Marchon Eyewear is a VSP Vision™ company, which is focused on its purpose of empowering human potential through sight and connecting its more than 85 million members to affordable, accessible, high quality eye care and eyewear. Marchon Eyewear has a proud history of commitment to sustainability and corporate social responsibility initiatives – EYES ON TOMORROW™ For more information, visit www.marchon.com and follow @marchoneyewear.

About Plastic Bank

Plastic Bank empowers Ocean Stewards to stop ocean plastic. Our ethical collection communities exchange plastic for life-improving benefits. Exchanges are recorded through a blockchain-secured platform that enables traceable collection, secures income, and verifies reporting. Collected material is processed into Social Plastic feedstock for reuse in products and packaging.

PlasticBank®, Social Plastic® and Alchemy™ are trademarks of The Plastic Bank Recycling Corporation.

Learn more at www.plasticbank.com

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LINK TO DOWNLOAD TRANSLATIONS:

<https://marchon.box.com/s/lehbx5a3vkd2v5b1hygb47098wkw9uh>

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