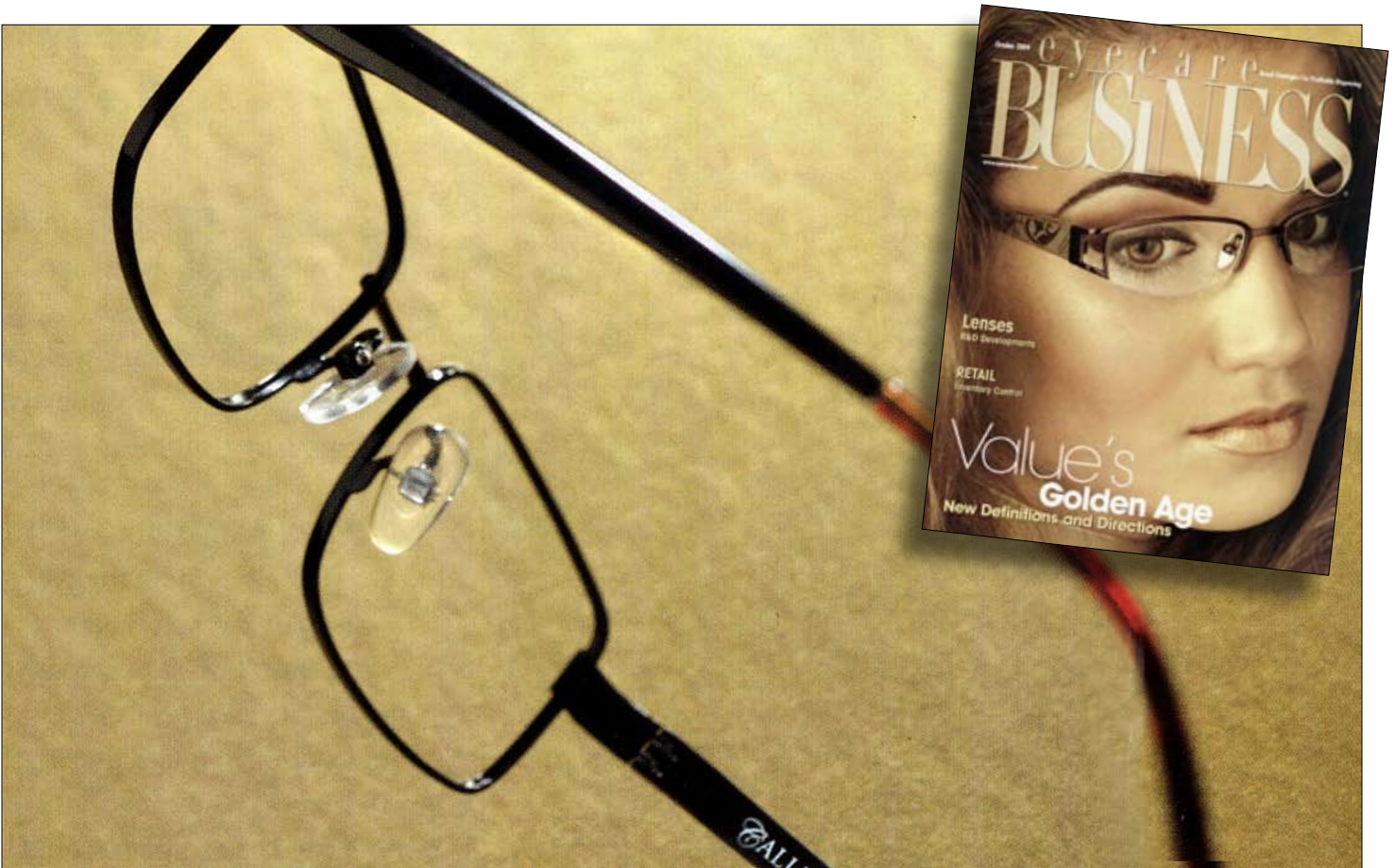


2009 MARKS THE SILVER ANNIVERSARY FOR SIGNATURE EYEWEAR



Marketing News

Signature Eyewear's Calligraphy Eyewear Brand



With value at an all-time premium, Signature's Calligraphy Eyewear truly shines!

The new golden rule, "*Thou Shalt Provide Value.*"

So says an article in the October issue of *Eyecare Business Magazine*. The article, written by Amy Spiezio, discusses how consumers are looking for brands that will deliver quality and performance, as well as, style. Private label goods fall into this category and we are pleased that Signature Eyewear's own private label brand **Calligraphy Eyewear** has been included in this article.

ECP business is currently the driving force behind the industry and **Calligraphy Eyewear** not only delivers fantastic prices, but offers the consumer a wide selection of popular styles and designs that look great and are warranted. If you have accounts that are not currently selling **Calligraphy Eyewear**, please bring this valuable brand to their attention, as it will complete their brand portfolio and allow them to maximize sales in this key growth sector of the market.