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**For Immediate Release**

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**MFS EYEWEAR® LAUNCHES 2009 SPRING/SUMMER COLLECTION**

*Cheers to A New Year and A Sleek New Look for Children's Eye Protective Sunshades*

Boston, MA – MFS Eyewear® is ringing in the New Year with their introduction of the 2009 spring/summer children's sunshades collection. The new collection will be exhibited at the ENK Children's Club on January 5-7, 2009 in New York City, NY. The spring/summer collection now features the optimum fit, tailored to the specific needs of different age groups. These new sizes cater to age groups 0-24 months and 2-5 years of age. Highlights of the new line include vibrant new colors, and a fresh variety of kid-friendly designs. From their latest lavender-colored floral print shades to their adorable brown-bear-patterned bands, the 2009 My First Shades® collection is fabulously chic for today's active child. With an array of new colors and patterns to choose from, MFS Eyewear® is enthusiastic to be able to promote every child's individuality and expression in time for the New Year.

Selected as the exclusive high performance children's sunshades at the prestigious Vogue Bambini fashion show last October, MFS Eyewear® continues to design the most innovative children's 100% UVA/UVB resistant sunshades. MFS Eyewear's mission is simple – provide premium eyewear for infants and children while continually spreading the awareness of the damaging effects prolonged unprotected sun exposure has on sensitive and developing eyes. With the launch of the new age specific sizes, MFS Eyewear® is confident that parents everywhere will utilize early eye protection for their children. By 4-5 months of age, children's eyes will have developed full binocularity, color and depth perception. This makes for a crucial time to protect eyes. Executive Vice President of Product Development Lisa Medora says, "As a parent it is important that all children receive eye protection as soon as they are capable of visually engaging themselves with the world around them."

**About MFS Eyewear®:** MFS Eyewear® was established as a company that takes a proactive, yet fun approach to encouraging eye protection for children. Founded in 2001, MFS Eyewear® has designed eyewear that is comfortable and stylish for children. For more information, call: 978-371-2900 or visit online at: [www.mfseyewear.com](http://www.mfseyewear.com).

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