



For Immediate Release

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MFS EYEWEAR® TAKES OUTDOOR MARKET BY STORM

Boston, MA – My First Shades Eyewear® is the established brand and leading innovator in children’s eye protection. MFS Eyewear has continually dedicated itself to increasing awareness for early eye protection for infants and children alike by creating fashionable yet affordable protective eye wear. MFS Eyewear® has received rave reviews from the high-fashion industry and everyday mothers alike. After being named the exclusive high performance children’s manufacturer at the Vogue Bambini Show in New York, MFS Eyewear® is enthusiastic to exhibit its latest designs at the Outdoor Retailer Winter Market Show in Salt Lake City, UT on January 22-25, 2009.

Continued exposure to the sun’s ultraviolet (UV) rays has been linked to a number of eye problems, such as photokeratitis (burning of the cornea) and corneal degenerative changes, according to the American Optometric Association. As children tend to spend most of their time playing outdoors, they are far more susceptible to exposure of UV rays. The best way to protect eyes is to wear sunglasses. However, be forewarned as not all sunglasses provide the same level of ultraviolet protection.

MFS Eyewear’s My First Shades Sunshades® are designed to provide 100% UVA/UVB sun protection that is both stylish yet practical as the shades are cleverly designed to stay put on any child on the go. The specialized curvature of the frames allows for maximum peripheral light blockage while the sleek neoprene band comfortably and securely keeps the glasses in place. Not only functional, but also fun, MFS Eyewear® carries a wide variety of colors and patterns tailored to fit the individual expressions of any child while also offering temple frames for children ages 12 years and up.

“We at MFS Eyewear® are committed to crafting the highest quality of reliable eye wear, and seek to educating parents of the negative effects continued sun exposure has on children’s developing eyes,” remarks MFS Eyewear® CEO David Scheinberg. MFS Eyewear® has launched several educational endeavors, including this LA Dodgers youth program, where MFS Eyewear® provided

sunshades to all participants this past summer.

About MFS Eyewear: MFS Eyewear® has established itself 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, yet fun for children. For more information, call: 978-371-2900 or visit online at: www.mfseyewear.com. For more information or Hi-res images, contact Dan at: dan_meyers@sbcglobal.net

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