

PRESS RELEASE

New Product Release – Crocs™ Eyewear

Carrollton, September 2017: A&A Optical announces the release of new styles from Crocs™ Eyewear. Crocs™ eyewear interprets the relaxed and distinctly fun Crocs™ spirit, incorporating the unique style and creative design in terms of colors, shapes, materials and comfort of Crocs™ branded products. The collection uses an assortment of high quality materials such as ultra-lightweight stainless steel, hypo-allergenic silicone rubber and flexible polymer.

Block Party. Acetate style for her: **CF3086** features color blocked silicone rubber temples. The modified oval frame is available in 20PK (black front with black, and magenta temples); 35VT (purple front with lavender, and magenta temples); and 40BN (tortoise front with brown, and taupe temples). Size: 52-15-140.



Crossing the Line. Stainless steel **CF3087** is a smart casual semi-rimless style for him. The combination frame's silicone rubber temples feature a block of color and a patterned diagonal stripe for added interest. CF3087 is available in 20GY (black front with gray, and black temples); 50BE (navy front with sky blue, and navy temples); and 80GN (gunmetal front with lime green, and smoke temples). Size: 54-17-140.



To view all the new Crocs™ Eyewear styles, visit www.aaopticalco.com.

MARKETING: Each Crocs™ Eyewear frame ships with an eyewear case. Merchandising materials include: Crocs™ Fun Display and block, logo plaque, counter card, and mirror.

ABOUT CROCS™

Crocs, Inc. (NASDAQ: CROX) is a world leader in innovative casual footwear for men, women and children. Crocs offers a broad portfolio of all-season products, while remaining true to its core molded footwear heritage. Crocs™ shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, non-marking and odor-resistant qualities that Crocs fans know and love. Crocs celebrates the fun of being a little different and encourages fans to “Find Your Fun” in every colorful pair of shoes. Since its inception in 2002, Crocs has sold more than 300 million pairs of shoes in more than 90 countries around the world.

Get social with Crocs – www.crocs.com, www.facebook.com/crocs, www.twitter.com/crocs, www.pinterest.com/crocs

ABOUT A&A OPTICAL

Established in 1971, [A&A Optical](http://www.aaopticalco.com) offers the ultimate selection of premium eyewear with nine established collections. Each eyewear piece is masterfully created with a focus on lifestyle, fit and quality. From unique, one of a kind looks to European inspired designs; A&A is dedicated to delivering the most innovative products and exceptional customer service to meet the growing demands of the optical dispensary and retailer.

A&A Optical Company brand portfolio includes house brands: Alexander Collection™, XXL™ Eyewear, Cruz™, Jalapenos™ Eyewear, Seventy one™, and New Globe™. Licensed brands include: Cremieux, Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear. Shop all the new styles at International Vision Expo & Conference West booth 18042 or visit www.aaopticalco.com.