

PRESS RELEASE

New Pez® Eyewear for Back to School

Carrollton, July 2018: A&A Optical announces the release of two new styles from PEZ® eyewear: P152 and P155. PEZ® eyewear offers stylish and classic eyewear for children in bright colored plastics, and super tough metals. Cable temples and pediatric fits are available for infants. Tough and sturdy, PEZ® eyewear offers a No Questions Asked Lifetime Warranty.

Classic Check. Classic shaped **P152** features a monochromatic outside color scheme and plaid print on the inside temples. The multi laminate frame is available in black (red plaid) and navy (blue plaid). Metal pins on the front eye complete the look. Size: 47-16-130.



Wild Flower. Multi-laminate **P155** features a modified oval shape and whimsical prints on the temples. The girls' style is available in amethyst (with paisley floral print) and emerald (with tropical print). Size: 47-16-130.

MARKETING: PEZ® merchandising materials include a 6-piece display and logo plaque. A bright colored eyewear case is shipped with each frame.



To view all the new PEZ® releases, visit aaopticalco.com.

ABOUT A&A OPTICAL

Established in 1971, A&A Optical 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: Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear.