



For Immediate Release

CLARITI TO UNVEIL NEW 2013 COLLECTION AT VISION EXPO EAST

BAKER'S DOZEN PROMO! Buy 12 Pairs of frames get one pair FREE!

City of Industry, CA- Clariti Eyewear is proud to attend the 2013 Vision Expo East to show off our new 2013 collection at Booth #937, featuring the latest styles from our Konishi, AirMag, Mademoiselle, and Monalisa lines. To celebrate Vision Expo East we will be holding a **Baker's Dozen Special**: when you buy any 12 pairs of glasses, you receive one pair **FREE!** This includes all products from our new line. Clariti Representatives will be available to help you choose the right frames and styles just for you. Also, when stopping by our booth remember to ask about our **FREE IPAD GIVEAWAY!**

March is "*Save your Vision Month*" and with Clariti you can save your vision while doing it in style.

Clariti has started 2013 off with a bang introducing new, fresh styles to every one of our dynamic collections.

The **KONISHI** collection incorporates the chicest and sleekest of designs. The collection remains on the forefront of eyewear technology, by including FLEX-TITANIUM, the industry's largest collection of high quality memory metals.

The **MADEMOISELLE** collection features luxurious, feminine styles which elegantly flatter and enhance a variety of ensembles and personalities, all of which are made from the highest quality **PURE TITANIUM** with **No Nickel Allergy**.

The patented **AIRMAG** collection continues to represent the cutting edge in sun protection technology and is the only affordable and comfortable **magnetic clip-on** eyewear available.

Clariti released a full spectrum of new beautiful styles in the **MONALISA** collection, which are both progressive-friendly and highly fashionable! Clariti's Monalisa collection allows customers to enjoy a delicate, couture look at any budget.

Exciting new colors were also added to the Value lines **SMART** and **STAR**.

For more information about Clariti Eyewear, please visit www.claritiewear.com or call 800.372.6372.

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