



Under Armour Eyewear Launches Hockey Visors with UA Storm Technology and Protective Edge Guard

Protect Your Vision and See Every Play Clearly

Melville, New York, -- Eyeking, the exclusive licensee for Under Armour Eyewear worldwide, and the leader in performance sunglasses and visors for men, women, and youth, is pleased to announce the launch of Under Armour Eyewear hockey visors. The innovatively designed shields are equipped with advanced UA Storm lens technology and an all-new patent-pending protective edge guard.

For razor sharp vision on the ice, the new hockey shields feature proprietary Under Armour Eyewear Storm technology. This superior protective lens coating sheds water, ice, oil and sweat, as well as defends against smudging, fogging and scratches. Scott Betty, SVP of Product Design & Marketing says, "We creatively engineered these new visors to deliver the ultimate in design and player protection. The visors are not only a necessary part of an athlete's uniform, but they also feature a unique aesthetic that exceeds all industry standards. We're confident they will take any abuse delivered on the rink, and they are always protected by Under Armour's Universal Guarantee of Performance."

Under Armour Eyewear hockey visors offer a wide variety of performance enhancing features. Each visor is CSA & HECC certified to ensure superior impact protection in even the coldest of climates. They feature advanced distortion-free optics to help you see more than the competition and maintain your focus on the puck at all times. A patent-pending edge guard offers a unique design aesthetic and adds protection to the edge of each visor. Each visor includes a set of customizable Under Armour logo stickers in team colors as well as a microfiber case for storage and cleaning.

"Under Armour Eyewear continues to develop new performance technologies for all sports including hockey," continues Betty. "We are proud of the development of these visors and promise to continue our commitment to cutting edge products as we expand our performance collections." Under Armour Eyewear hockey visors will retail for \$79 USD and will be sold on underarmour.com, and in specialty stores across the U.S.

About Eyeking:

Eyeking, LLC is a fourth generation, award winning eyewear design firm that develops, markets and distributes globally, private label and licensed eyewear brands. Eyeking's license partners include Under Armour Eyewear and Hobie Polarized. For more information on Eyeking please visit www.eyeking.com.

For more information please contact Lisa Wells at lisa@lisawellspr.com - 917-613-7370.