



EYEKING ADVANCES STRATEGIC GROWTH PLAN

Adds Scott Betty As Senior Vice President of Product and Design

Melville, NY – Eyeking, the leader in performance sunglasses, is pleased to announce the addition of Scott Betty as *Senior Vice President of Product and Design*. Scott brings over 20 years of valuable product and design experience to this new position at the company.

Shelly Goldman, President and CEO of Eyeking commented, “It’s an exciting time for the company, as we look to expand our team with the addition of experienced professionals like Scott. Along with new elevated product and design initiatives, Eyeking is poised to continue on this upward growth track.”

Scott’s background includes positions across the eyewear and sporting goods categories, with his most recent role in this space at Oakley as their Global Director of Optics. Scott was instrumental in helping build a multi-category team responsible for strategic product development and design for sunglasses, Rx and goggles.

“Eyeking’s experience, in all aspects of design and marketing, provides me with a strong foundation to work with as we look towards future growth and expansion together,” says Scott. “Joining the team at Eyeking represents a unique opportunity to work for an organization dedicated to the creation of brand-right, authentic products for all partner brands in our portfolio. I’m excited to work with an organization that shares my vision in wanting to design amazing products that excite and inspire our customers.”

Scott also led Oakley’s apparel, footwear and accessories business unit during his tenure. His resume includes footwear category leadership positions at Converse and Adidas, as well as a biomechanics specialist role at the U.S Olympic Training Center.

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.