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**Under Armour Eyewear Presents Autogrip; New Patent Pending Frame Technology**

Melville, Long Island – March 1, 2016 – Under Armour Eyewear, the leader in performance sunglasses for men and women, is excited to announce the release of the new video campaign highlighting Autogrip, the company’s patent pending frame technology. This new media campaign will be seen in advertising placements across high-ranking consumer media outlets including *Outside,* *Men’s Health, Runner’s World* and underarmour.com in April 2016.

The new video emphasizes the ability of Autogrip frames to withstand a range of activities while enhancing performance. “There has been a tremendous amount of excitement surrounding the launch of this new frame technology,” said Scott Betty, Senior Vice President of Product and Design for Under Armour Eyewear. “We have been working for many years to ensure that Autogrip technology is the finest, most elite performance co-molded temple system available. We are thrilled to finally share this new product collection with the rest of the world.”

Autogrip temples mold to the wearer’s head for a custom fit even while wearing a hat. This patent pending technology will be featured in 4 styles: UA Big Shot, UA Rival, UA Igniter 2.0, and UA Ranger. These styles were selected due to the active sports they are designed for: baseball, golf and running/training. Prices range from $89.99 to $159.99 and are available at underarmour.com.

“Under Armour eyewear continues to develop new performance technologies for athletes such as Bryce Harper and Cam Newton,” says Craig Fels, CFO of Eyeking. “We are proud of the development of Autogrip and promise to continue our commitment to cutting edge research and development as we expand our performance collections.”

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 Hobie Polarized and Under Armour Eyewear. For more information on Eyeking please visit www.eyeking.com.

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