



UA Octane Features Sophisticated Design Coupled with Cutting Edge, Performance Eyewear Technology



Melville, NY -- Under Armour Eyewear, the worldwide leader in sport performance, is excited to announce the launch of their newest premier frame, UA Octane. Inspired by the Under Armour footwear collection, this innovative silhouette features lightweight styling and superior technical advancements. UA Octane is precisely engineered to function at the highest level for athletes at all stages of competition.

With an assertive stance that conveys speed, the new style is lightweight but fully loaded. UA Octane features a high-wrap semi-rimless twin lens frame, ArmourSight polarized lenses with the acclaimed UA Storm coating, an adjustable self-ratcheting nose pad, and patent pending UA AutoGrip temples for a custom and secure fit. New to this platform is a flared temple tip design for easy slide-on comfort, and helmet or hat compatibility.

Scott Betty, Senior Vice President of Product and Marketing for Under Armour Eyewear says, "The cutting edge design of UA Octane balances contemporary styling with purposeful engineering. This new model is designed to meet the needs of athletes across a wide array of dynamic sports like running, baseball and tennis." Ready for the court, track or diamond, UA Octane marries performance with comfort to create the ultimate in sunglass protection and style. UA Octane, and all of Under Armour Eyewear, defends against 100% of harmful UVA/B/C radiation. Retail price ranges from \$89.99 to \$149.99.

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.

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