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EyeKing and Under Armour® Eyewear to Debut UA Tuned™ Vision Performance and Recovery System at the 2018 PGA Merchandise Show Booth #5373

(Melville, NY) – Under Armour® Eyewear, the industry leader in performance eyewear, will introduce its new UA Tuned™ Vision Performance and Recovery System during the PGA Merchandise Show in Orlando, Florida January 23 – 26.

The UA Tuned Vision Performance and Recovery System is a collection of contrast-enhancing, sport-specific lens offerings that will provide a multitude of benefits to the avid golfer. Specifically, the UA Tuned Golf Performance lens provides heightened contrast, improved depth perception and better definition of the fairway and green. Complementing course play, the UA Tuned Recovery lens utilizes a proprietary and restorative color profile that eliminates harmful blue light to help regulate natural circadian rhythms and return eyes toward their peak performing state.

“Our UA Tuned Golf and Recovery lenses work in tandem to give golfers a competitive edge both on and off the course”, says Kristine Robinson, Head of Marketing. “We are excited to provide our retail and green-grass partners advanced solutions for peak competition, as well as protection and restoration from the strains of course play.”

With styles ranging from sport-driven to fashion-inspired, the 2018 collections offer stylish sunglass silhouettes for on and off the course. Notable styles with the UA Tuned Vision Performance and Recovery System include the UA Octane, UA Big Shot, UA Glimpse, and UA Pulse models.

About EyeKing, LLC

Based on Long Island, New York with a research and design office in southern California, EyeKing is a multi-generational, award-winning eyewear design firm that develops, markets and distributes private label and licensed eyewear brands globally. License partners include Hobie Polarized and Under Armour® Eyewear, for which EyeKing produces sunglasses for golf, baseball, cycling, running, tennis, softball, training and other active lifestyle pursuits.

For more information: www.eyeking.com, 1-866-EYEKING

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