

FOR IMMEDIATE RELEASE

Purveyor's of Fine Eyewear

Natick, MA – August 8, 2007 - OPTICA, a subsidiary of Luxury Optical Holdings (LOH), will open a new location at The Natick Collection on September 7, 2007, coinciding with the debut of the newly expanded retail destination formerly known as Natick Mall. Natick Collection will usher in a new standard for suburban mall luxury retailing in Massachusetts. **OPTICA** will offer shoppers an elegant boutique shopping experience. Luxury Optical Holdings is the premier distributor of luxury eyewear in America.

OPTICA was originally founded in 1976 and is of the finest among optical boutiques in the world. The new boutique will feature the LOH concept with an inviting and approachable décor captivating the brand's flagship accents. The boutique will offer a friendly and comfortable ambiance for our clients anticipating the lifestyle of contemporary luxury. **OPTICA** stores offer innovative and fashionable designs in a wide selection of sun and ophthalmic styles.

OPTICA offers the most stylish luxury eyewear collections. Ongoing, featured collections include the most well-known names in luxury, such as Cartier, Boucheron, Dolce & Gabbana, Gold & Wood, Badgley Mischka, Morgenthal Frederics, Ogan, Chrome Hearts, Judith Leiber and many others. **OPTICA** will continue to uphold its unique shopping experience by offering designer eyewear and excellent optical service in Massachusetts.

Luxury Optical Holdings locations include:

Scene: Boston and Los Angeles; **Optica:** Aspen, Boston, Chicago, Houston, Las Vegas and San Francisco; **Davante:** Atlanta, Las Vegas, Los Angeles, Rancho Mirage and St. Thomas; **Dolce** and **Dolce Due:** Las Vegas; **Lunettes:** Las Vegas; **Optical Elements:** Orlando and Miami; **Optical Fashion Center:** Los Angeles; **Classical Eye:** San Diego; **Morgenthal Frederics:** Boston and New York.

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