

FOR IMMEDIATE RELEASE

SEE AND BE SCENE

Natick, MA – August 8, 2007 - SCENE, 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. **SCENE** will offer shoppers an elite boutique shopping experience. Luxury Optical Holdings is the premier distributor of luxury eyewear in America.

When walking past eyewear boutique **SCENE**, it's impossible not to take a second look. The pure white walls and bamboo flooring emit a fresh, crisp glow much like the sun beaming down on a carefree tropical oasis—it's a beach party invite that cannot be passed up. Upon entering the store, it becomes clear that the bright, cheerful décor, inviting scent, and lively music are second to the store's excellent service and endless array of sunglasses—all of which can be made into prescription eyewear. As the youthful, trend-setting branch of Luxury Optical Holdings, **SCENE** belongs to an elite group that boasts the world's largest selection of eyewear.

SCENE features innovative, fashion-forward selection. Sunglasses—the epitome of personal expression—have become the new indulgence of choice. The enormous product assortment includes posh designers like Gucci, Prada, Dior and Versace. Whether you are looking for a classic pair of branded shades or something a little more cutting-edge, **SCENE** is the ultimate eyewear destination.

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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