

FOR IMMEDIATE RELEASE

SEE AND BE SCENE

Las Vegas, NV – December 21, 2007 - **SCENE**, a subsidiary of Luxury Optical Holdings (LOH), will open a new location within The Shoppes at The Palazzo on January 17, 2008. The Shoppes at The Palazzo is located in the heart of the Las Vegas Strip and features the world's most premier luxury brands. **SCENE** will offer shoppers a unique 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, Roberto Cavalli 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, Las Vegas and Los Angeles; **Optica:** Aspen, Beverly Hills, Boston, Chicago, Houston, Las Vegas, Los Angeles, Paramus, San Francisco and Short Hills; **Davante:** Atlanta, Costa Mesa, Las Vegas, Los Angeles, Rancho Mirage and St. Thomas; **Dolce** and **Dolce Due:** Las Vegas; **Lunettes:** Las Vegas; **Optical Elements:** Orlando and Miami; **Classical Eye:** San Diego; **Morgenthal Frederics:** Boston and New York.

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