

FOR IMMEDIATE RELEASE

Purveyor's of Fine Eyewear

Las Vegas, NV – December 26, 2007 - OPTICA, a subsidiary of Luxury Optical Holdings (LOH), will open a new location at The Palazzo Resort Casino Hotel on December 31, 2007. **OPTICA** is located in the lobby of the Palazzo Resort, which is in the heart of the Las Vegas Strip and is adjacent to The Venetian and the Sands Expo and Convention Center. **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 boutique will offer a friendly and comfortable ambiance for clients who seek eyewear that is not mass-manufactured, but carefully and passionately hand-selected. Diversity, abundance, originality, and quality are key at **OPTICA**, providing guests with eyewear options that will always offer a distinctive edge. **OPTICA** stores offer both 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, Chopard, Boucheron, Dolce & Gabbana, Gold & Wood, Barton & Perreira, Morgenthal Frederics, Ogani, Ed Hardy, Chrome Hearts, Judith Leiber and many others. **OPTICA** will continue to uphold its prestigious shopping experience by offering designer eyewear and excellent optical service in Las Vegas.

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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