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FOR IMMEDIATE RELEASE

EYENAVISION ANNOUNCES APPOINTMENT OF  
JOSEPH FARINA AS ITS NEW EXECUTIVE DIRECTOR

PITTSBURGH, Pa. (July 28, 2014) – Eyenavigation, Inc., maker of the patented *Chemistrie*<sup>™</sup> magnetic lens layering technology, is pleased to announce that Joseph Farina joined the company as Executive Director.

Mr. Farina will be responsible for developing and overseeing new products and services as Eyenavigation looks to continue to its uninterrupted growth since its launch in 2008. He has an extensive background in strategic planning, retail development and working closely with ECPs, independent labs and retail chains.

CEO Joseph Zewe commented, “We are fortunate that Joe has chosen to join our company. His knowledge and experience in the optical industry is going to be a tremendous asset as we develop and implement new strategies for growth.”

Eyenavigation’s plans to expand its *Chemistrie* magnetic lens line, as well as its frame and readymade product lines, will utilize Mr. Farina’s distinct skill set to cultivate successful partnerships and opportunities within the optical industry.

Mr. Farina commented, “Eyenavigation is uniquely positioned in the optical industry with its innovative *Chemistrie* system and growing list of products and services. I am very familiar with the company and many of its employees. Their skill, attitude and determination are a perfect fit for me and I am looking forward to the opportunity to drive growth at the company.”

Prior to joining Eyenavigation, Mr. Farina was employed as consultant for Signet Armolite-Essilor. His previous experience includes managing several large optical retail chains, most recently the Giant Eagle Optical stores located in Pennsylvania.

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*ABOUT EYENAVISION, INC. – Eyenavigation, Inc. is the developer of innovative products for the optical industry. Under the brand name, *Chemistrie*<sup>™</sup>, Eyenavigation sells its patented Magnetic Lens Layering System series of products that eliminate the challenges typically associated with clip-on eyewear. Eyenavigation’s products are sold to consumers at over 2,500 optical retailers nationwide. For more information, visit <http://www.eyenavigation.com>.*



Joseph Farina (above) joined Eyenavision this week as executive director. Mr. Farina's previous experience includes consulting for Signet Armolite-Essilor and managing a number of large optical retail chains, including Giant Eagle Optical stores in Pennsylvania.

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