



Coastal Contacts Inc.

Your Vision is Our Vision

FOR IMMEDIATE RELEASE:

SARAH PALIN EYEGLASSES ARE TOP SELLING RIMLESS FRAME FOR COASTAL CONTACTS

Vancouver, BC, January 6, 2010 – [Coastal Contacts](#), the world's largest online retailer of contact lenses and eyeglasses, announced that [Sarah Palin 8001 eyeglasses](#) have been the top selling design of rimless eyeglasses for the past year on the company's website.

While Sarah Palins' eyeglasses caught the world's attention just over a year ago, consumers are still seeking the flattering style. The original glasses worn by Palin, created by Japanese designer Kazuo Kawasaki, became the most sought after eyeglasses frame in fall 2008 during the US Presidential Election. Since the election many eyeglass frame designers have come out with their own version of the rimless style hit including Coastal Contacts own [Sarah Palin 8001](#). The frame, which retails for \$49.95 has been near the top of their best sellers list for over a year.

“Sarah Palin, whether you love her or hate her, has become a style icon in the area of eyeglasses.” stated Coastal Contacts Communications Manager, Jennifer Harvey. “Women from all over the world began searching out “The Sarah” frame after seeing her wear the design during her campaign.”

“The Sarah Palin rimless style conveys power and elegance, which is hard to do in one frame.” adds Harvey.

Other hot selling rimless frames offered by Coastal Contacts include:

- [NASCAR Tony Stewart](#) 04 Brown, which retails for \$34.95
- [Nike 8007 Silver](#), which retails for \$59.95
- [Hugo Boss 44 Dark Tortoise](#), which retails for \$99.95

About Coastal Contacts:

[Coastal Contacts](#) is the world's fastest growing online vision care supplier. Providing contact lenses, eyeglasses and other complimentary vision care products to consumers worldwide, Coastal Contacts is proud to provide an affordable, convenient option for high quality vision care products. With its world class operations in North America, Europe and Asia, Coastal Contacts offers a unique blend of private label and branded products to over 150 countries across the globe. Already #1 in many of its markets, Coastal is rapidly advancing toward its goal of becoming the “World's Vision Store.”

For Further Information:

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