

IT'S ALIVE!

Spex announces the launch of www.spexchicago.com

FOR IMMEDIATE RELEASE – August 14, 2008 - Chicago, IL – Spex, Chicago's destination for luxury eyewear and sunwear, announces the launch of its new website (www.spexchicago.com). This website was created in conjunction with Gorilla Polymedia, a leading web design and branding studio based in Chicago. The new Spex online presence is one component amongst other branding initiatives rolled out this year.

CEO Rob Rich says, "The retail optical market is a very competitive one. The timing is right to launch this website and should help us fulfill our customer needs and connect with the general public who may not know us yet. Spex is a company that continually seeks to develop a holistic approach to eye care where fashion and eye health are of equal importance. Visitors to the site can learn about available eyewear lines, medical technology, doctors, locations and events...and at every step, there's a clearly branded message about who Spex is as a company. We seek to reinforce what Spex is all about through a unique online experience. Ultimately, we hope to maintain our current customer base while attracting new customers to our 12 retail locations throughout the Chicagoland area."

Featured on the new Spex website: detailed information on all locations; hours; services provided; contact info; bios on optometrists at every individual Spex location; in-store events; eyewear lines; sunglass lines; the latest medical technology; available prescription lenses and contact lenses; and a section called "Our Doctor Recommends" for patients who wish to know more about what their experienced optometrists suggest for the best possible eye care. The Spex website will continue to grow and evolve into a customer-centric resource for visitors to get informed and learn about Spex.

General Manager Boyce Moffitt adds: "Spex has expanded a great deal – from just one location a few years ago, to twelve locations today. In terms of customer service, medical expertise, technological advancements, and eyewear offerings, we have broadened our capabilities and established ourselves as Chicagoland's prime resource for both eyecare and fashion eyewear. Of course, we'll maintain our small business feel, but grow incrementally, so that we can give our best efforts to our deserving customers. The site is a great reflection of the entire Spex package and is head and shoulders above our competition."

The team at Gorilla (www.gorillachicago.com) approached this project with a bright, clean aesthetic in mind, creating a refined "stage" for highlighting the unique and compelling fashion photography often used in eyewear. Spex offers high-end frame and sunglass lines from Oliver Peoples, Sama, Lafont, Lindberg and l.a. Eyeworks (to name a few). The Spex identity is reinforced throughout the site, despite showing product imagery from brands with distinct identities. Unique visual cues, intuitive navigation and rich and informative content are finessed in ways that exemplifies the Spex image, while featuring its product offerings in a non-competitive manner.

Spex is known for offering well-crafted luxury eyewear and sunwear to a stylish and discerning public. Their services range from contact lens fittings and eye exams to eyewear styling and repairs. Products are frequently updated, while attentive and knowledgeable customer service rounds out the experience for the fashion-forward shopper. In-house optometrists (available for appointments at every Spex location) encourage all customers to come in for a comprehensive eye exam. Most major medical and routine vision insurances are accepted.

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