Optimate Inc.

Insight 2011

VOLUME 1, ISSUE 5

Spring 2011

The sun is bright, the weather is warmer, the days are longer, which means Spring is officially here! To celebrate this wonderful season, we have a new issue of our newsletter showcasing the biggest trends .

Spring 2011 Trends

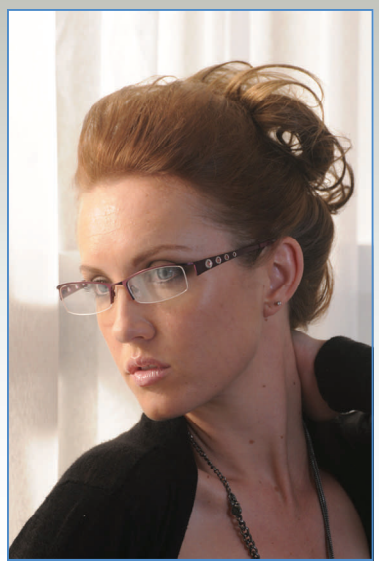
Bright colors and color blocking
Bright colors such as pink, lime, coral, turquoise, peach and purple announce the arrival of spring. What better way to welcome it than with one of our stylish frames? Both of our collections, Baron and Amadeus offers a great range of Spring colors, such as styles A961 (as pictured below), A919, BZ52, and 5254.

Stripes
Colorful stripes lend a nautical or sporty feel to accessories this season. Spring stripes add a fun addition to any outfit. Try our Baron frames 5252 (as pictured below) and 5253 and NBA854 to liven and jazz up your Spring wardrobe.

Animal prints
Animal prints have been a big trend for so many consecutive seasons. Leopard, python, zebra are still hot this spring. To add a touch of this animalistic trend to your look, try our Baron 5251 and Amadeus styles A920, A921 and A911.

Floral
This season is not complete without flowers. Floral motives are blooming in our frames. Stop and smell the flowers with our Amadeus frame A919 and Baron frames 5161, 5055 and BZ53.

STYLE: 5252-51VIOLET



STYLE: A961-53PL

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Spring 2011 Trends (Cont'd)

Minimalism
Minimalist, simple styles contrast with the bright colors and bold prints that are taking over this season. An effortless look can easily be achieved with simple eyewear, like our Amadeus A959 (pictured below) and A924 and our Baron 5163 and 5256.

Sheer
Sheer and translucent materials translate into lightness. Transparent layers combined with opaque pieces create a modern look. For the best accessory for this trend, try our Baron styles BZ54 and our Amadeus styles A910, A917 and A914.

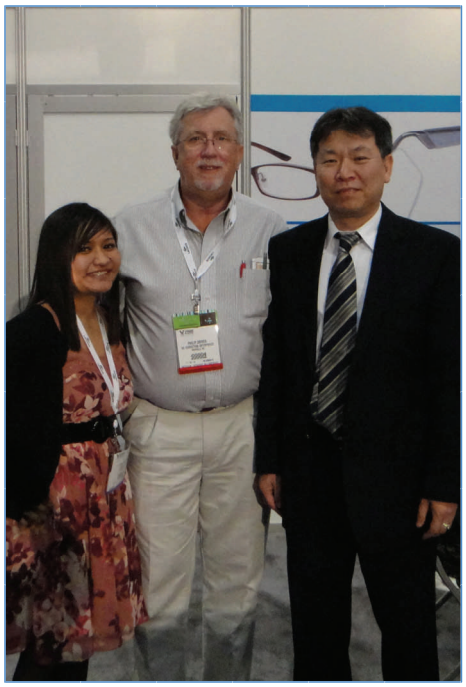
Metallics
Whether you choose from gold, silver, and copper to bronze, pewter or gunmetal, your eyewear will be hotter than ever with this season's metallic trend. To add some sizzle to your Spring, try our Amadeus A960, A961 and our Baron 5255 (pictured below) and any of our NBA styles, NBA851-NBA854.

STYLE: 5255-52MBR

STYLE: A959-53BRN

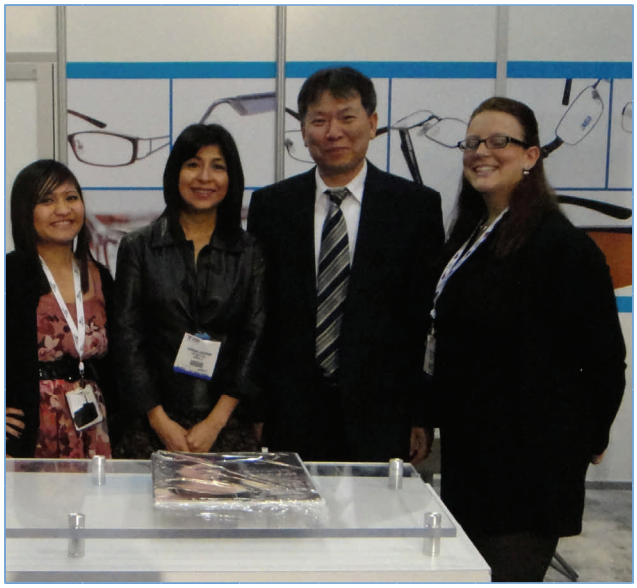
Vision Expo East-New York

Optimate, Inc. had a great time at the Vision Expo East in New York this year and would like to express our deepest gratitude to everyone who visited our booth and of course, to our customers for their continuous support and business with us. We look forward to seeing everyone in Las Vegas.



From left: Kristine (European/Domestic representative) with one of our customers from North Carolina and James Shih, President.

Our booth at the Vision Expo East New York.

Adriana, our Latin America representative with her customer from Uruguay.

Your friendly and helpful staff at Optimate, Inc. From left: Kristine Tan, Adriana Anderson, James Shih and Carrie Komora.