

**Optimate
Inc.**

Insight 2010

**VOLUME 1, ISSUE
4**

Winter 2010

Hello friends! It's winter time and that means a brand new issue of our newsletter. In this issue, we will be discussing the winter trends that are popping up everywhere in the optical industry. We have found that thick frames are all the rage, semi-rimless glasses are also reinventing themselves and classic styles with thin metal rims are coming back and we will also have a special feature of our zyl frames as highly requested by some of our clients. We also have coverage and pictures from the Vision Expo West in Las Vegas. So, sit back with your cup of coffee, relax and we hope you enjoy our issue.

Winter 2010 Trends

Thick frames are all the rage this winter, pair your frames with your favorite scarf, your warmest coat or your most comfortable pair of boots and you've aced the winter trend. They add the touch of sophistication and fashion to any look. We recommend the Baron 5251 shown right.



STYLE: 5251-50DBR



STYLE: 5255-50 MBR

Classic styles with thin metal rims are coming back this winter with an updated style that walks the super-chic line for both men and women. If you're looking for the balance between stylish and simplicity, we recommend the Baron 5255 as shown on the left.

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Winter 2010 Trends (Cont'd)

This winter, semi-rimless frames are coming back more stylish than ever with daring shapes and bold colors. These frames are becoming more appealing to the younger generations and have been seen recurrently in fashion magazines and runways. They offer a fresh new look whether it be at the home, office or school.

We recommend the Amadeus AS0603 for the ladies and the A908 and NBA 822 for men, as shown below.



STYLE: AS0603-50 BLU



STYLE: A908-53 GRY



STYLE: NBA 822-52 GUN

ZYL, ZYL, ZYL!

Zyl frames are making a strong come back. Our Baron and Amadeus collections offer a wide array of possibilities. From bright hues, to more muted colors, from detailed temple treatments to subtle decorations, there is something for every personal taste. Here is a quick peek to some of the options.

Baron Zyl!



BZ51-53GRY



BZ54-52BLK



BZ41G-52CF



BZ52-52PL/VIOLET



BZ53-50BG



BZ43G-50BLU



BZ10-45BK



BZ42G-51BLK



BZ06-52GRY

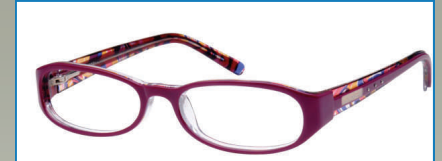
Amadeus Zyl!



A902-52CHOCOLATE



A917-52CRYS/PK



A901-52PL



A957-52BLK



A907-54GRY



AF0629-54TRT

A906-53BRN



AF0624-52GREEN

For more information about colors and size availability, log on to our website: www.optimizeinc.com

If you have any questions, concerns or inquiries regarding any of our frames or would like to open an account with us, or if you simply would like to request our latest catalog and flyer, you can contact us at (800) 387-8877 or e-mail us at sales@optimizeinc.com

Vision Expo West-Las Vegas!

Optimate, Inc. had a very successful Vision Expo West show and would like to graciously thank all of our customers for their continuous support and business with us. We look forward to seeing all of you in New York 2011.



Our customers from Venezuela and Adriana, our Latin America sales representative.



Our President, James Shih with our customers from Chile.



Our domestic sales representative Carrie Komora (middle) with our distributors from Texas.



Our booth at the Vision Expo West



Left: Our customers from Chile and Peru.