



A Brand of Eye Deals Eyewear, Inc.



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FOR IMMEDIATE RELEASE

Paws N Claws® Eyewear Partners with the ASPCA®

Exclusive eyewear line to benefit the animal welfare organization

PITTSBURGH, PA — August 28, 2012 —Just one year after its introduction, Paws N Claws® Eyewear has entered into a new partnership with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) to produce a line of products, including eyeglass frames, lenses, sunglasses, readers, magnifiers and accessories, that will benefit the animal welfare organization.

Paws N Claws® Eyewear was started when Sam Shapiro, founder of Eye Deals Eyewear, Inc., the brand's parent company, decided to combine his years of expertise in the eyewear industry with his love for animals. Now, for every sale of Paws N Claws® Eyewear until February 2015, five percent of net sales will be donated to the ASPCA®.

"We are looking forward to breaking into the eyewear market with Paws N Claws® Eyewear as our exclusive partner," says Elysia Howard, vice president of Marketing and Licensing for the ASPCA®. "The unique business model of Paws N Claws® allows customers to support the ASPCA's lifesaving work by purchasing a fashionable and quality product."



All of the Paws N Claws® Eyewear designs include embellished paw prints, bones, or animal prints so customers can subtly show their support for animal welfare. Paws N Claws® Eyewear has also enlisted international distributor California Accessories to produce products featuring the Paws N Claws® design. The new Paws N Claws® Readers and Accessories line benefiting the ASPCA® will be on display at the California Accessories booth # 20087 at the Vision Expo West Show in Las Vegas, Nevada from September 6 - 8. California Accessories will be distributing Paws N Claws® Readers and Accessories at major national retail chains across the country beginning this fall.

Paws N Claws® Eyewear and sunglasses are now available at hundreds of retailers across the U.S. and distribution is continually expanding at the demand of its customers. "The brand is magical and it opens up so many doors for us to work with retailers, distributors, and supporters because they want to be involved in helping the cause," said Sam Shapiro, president of Eye Deals Eyewear.

Last year, Paws N Claws® Eyewear donated several thousand dollars to the ASPCA® and, with its recent growth, it hopes to be able to increase that significantly over the coming years. "We want to support a cause that's close to our hearts and make it easy for pet lovers everywhere to easily join in the fight to prevent cruelty to animals," said Shapiro.

About the ASPCA®

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation's leading voice for animals. More than two million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit www.ASPCA.org, and be sure to follow the ASPCA on [Facebook](#), [Twitter](#), and [Pinterest](#).

About Paws N Claws® Eyewear

The brand was created in 2011 by Samuel Shapiro in an effort to raise awareness and funds for animal welfare and is growing rapidly. Paws N Claws® Eyewear is marketed by Eye Deals Eyewear, which has been providing new product development, design, consulting, licensing, branding, patents, and marketing and distribution services for the optical market for 29 years. With an established reputation of integrity, creativity, and the highest standards of quality and customer service in the eyewear industry, Eye Deals Eyewear has successfully developed, launched and marketed many national brands including the Georgetown Collection, Chippendale Collection, and Sydney Love Eyewear. More information can be found at www.pawsnclawseyewear.com or follow us on [Facebook](#).

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