



Press Release Contact Information:

Dan Meyers
Meyers Communications
CEO
3940 Laurel Canyon Blvd., Suite 446
Studio City, CA
USA, 91604
Voice: 818-786-0655
Fax: 818-997-8807
E-Mail: [Email us Here](mailto:Dan.Meyers@sbcm.com)
Website: [Visit Our Website](http://www.sbcglobal.net)

NEW MLB TEAM LOGO SUNGLASSES FOR YOUTH MARKET

My First Shade expands line of premium eyewear for kids with the latest addition to their line of Major League Baseball licensed products.

/24-7PressRelease/ - CONCORD, MA, February 24, 2008 - My First Shades announces the latest addition to their line of Major League Baseball licensed products. The new sunglasses with team logos will be available for all 30 teams and offer the same high quality materials, unique design features and UV protection as their core product lines.

"My First Shades aims to deliver high quality eyewear for children. Quality, safety, comfort and style are the foundation of all our product offerings. If having their favorite baseball team Logo on the glasses gets them excited about wearing sunglasses then it's a big win," said Lisa Medora, Vice President of Marketing. Technology and design are at the heart of the MLB Collection. The company established itself as being at the forefront of encouraging early eye protection and strengthening consumer awareness about the damaging effects of UV radiation.

"Our professional grade polycarbonate frames and impact resistant lenses provide 100% UV protection (UVA & UVB). The wrap around frame design fits close to the face minimizing peripheral light and maximizing comfort and safety," states Ms. Medora.

The polycarbonate material used for My First Shades lenses is composed of lightweight plastic that is ten times more impact-resistant than regular lenses. These innovative lenses are thinner and more durable, which makes it easier for children to participate in their favorite activities while maintaining comfort and longevity.

The harmful UVA rays, which are present year around, and UVB rays that are more prevalent in the summer and winter months are the main culprits of retinal injury and children 10 years and younger tend to be most at risk. Eye protection is a must, that's why the company developed their patented line of children's sunglasses.

About MyFirstShades: MyFirstShades was established as a company that takes a proactive, yet fun approach to encouraging eye protection for children. Founded in 2001, MyFirstShades has designed eyewear that is comfortable, yet stylish for children. For more information, call: 978-371-2900 or visit online at: www.myfirstshades.com.

For more information or Hi-res images, contact Dan at: dan_meyers@sbcm.com

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