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**MY FIRST SHADES LAUNCHES NEW SUMMER COLLECTION**

*Sweet new florals and sundrenched colors at the heart of children's sunglass line.*

**/24-7PressRelease/** - CONCORD, MA, February 27, 2008 - With the brightness of the summer season on the horizon, My First Shades is guaranteed to make a splash with its new premium sunglass line designed especially for today's kids. Created for infants and children up to age 12, My First Shades presents an array of trendy designer colors such as tangerine pink rose and leaf green that make for a fun and exciting way for kids to get 100 percent UV protection with a cool look.

The My First Shades summer collection offers an assortment of styles for every child. The ABC Shades , designed for infants and toddlers up to 36 months of age, are the most popular style and are available in 19 new playful patterns and colors such as pink daisies and blue baseballs. For children ages three to seven years old, My First Shades introduces nine new colors designed for boys and girls including navy, true red, hot pink and turquoise and for the sophisticated youngster, a glossy black shade.

"The My First Shades summer line is our most colorful and creative collection to date," said Lisa Medora, Vice President of Marketing. "They are designed for active kids who love to play outdoors and for moms who want the safety of 100 percent UV protection and quality of a premium sunglass.

In response to the customer's needs, My First Shades has also updated to a new reusable packaging that is easy to open and safely stores each pair of sunglasses.

My First Shades is a leading innovator of premium children's eyewear that offers 100 percent UVA and UVB protection with comfort and technology designed into every pair. The new summer collection, which boasts a slew of new designs and colors, are waterproof and made with durable polycarbonate material and flexible neoprene bands that are perfect for a day at the beach. My First Shades focuses on integrating technology, fashion, design, and the highest quality into every collection.

About MyFirstShades : MyFirstShades was established as a company that takes a proactive, yet fun approach to encouraging eye protection for infants and toddlers. Founded in 2001, MyFirstShades has designed eyewear that is comfortable, yet stylish for children ages 0-7 years old. For more information, call: 978-371-2900 or visit: [www.myfirstshades.com](http://www.myfirstshades.com).

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About Meyers Communications

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