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MEYERS COMMUNICATIONS ADDS MY FIRST SHADES TO AGENCY ROSTER

Premium Children's Eyewear Brand Expands Marketing Capabilities By Partnering With Strategic Branding Company

/24-7PressRelease/ - LOS ANGELES, CA, March 25, 2008 - Meyers Communications is proud to announce the addition of My First Shades to its expanding clientele roster. The leading brand in premium children's eyewear is teaming up with the strategic branding company to expand its sunglass empire and become the innovator of optimum sun protection for kids.

My First Shades believes in the early intervention of sun damage to the eyes and recognizes the harmful effect of UV rays. My First Shades offers 100 percent UVA and UVB protection with comfort and technology designed into every pair. My First Shades boasts collections of sunglasses that are made with durable polycarbonate material and feature flexible neoprene bands. My First Shades focuses on integrating technology, fashion, design, and the highest quality into every collection.

"We are excited to partner with My First Shades to help develop and elevate their premium children's sunglasses to the highest level", said Dan Meyers, CEO. "Not only do we believe in the My First Shades philosophy, we live by it."

Meyers Communications is a multi-faceted agency with extensive experience in the children's apparel industry. With the branding and marketing expertise of the Meyers Communications team, the My First Shades brand will undoubtedly rise above the rest.

About Meyers Communications: Our team is passionate about our work and client's success. We are all part brand strategists, public relations gurus, web designers, graphic artists and marketing innovators. This multidisciplinary marketing approach translates into solutions that inspire and transform consumer perceptions. We are known for our ability to think differently, constantly striving for innovative solutions and to effectively service our clients and their evolving business goals.

For more information or high resolution images contact Meyers Communications 4929 Wilshire Blvd., Suite 415, Los Angeles, CA 90010 at (323) 931-4771 or visit us online at www.meyerscommunications.com

About Meyers Communications

Full-Service Advertising and Public Relations agency. For further information, please contact us at 323-931-4771.