America's Best Contacts & Eyeglasses Expands Partnership With Privé Revaux To All Retail Locations

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Nationwide Launch Comes After a Successful Pilot Program

NEW YORK, Jan. 6, 2020 /PRNewswire/ -- Privé Revaux, the affordable celebrity eyewear brand that exploded onto the scene two years ago, is continuing its massive retail expansion and exclusive optical partnership with America's Best Contacts & Eyeglasses, part of National Vision Holdings, Inc. (NASDAQ: EYE), one of the nation's largest optical retailers providing quality, affordable eye care and eyewear. After an extremely successful pilot program at select America's Best locations, Privé Revaux is now available at all brand locations nationwide.

PRIVÉ REVAUX
EYEWEAR

An impressive assortment of Privé Revaux's affordable, handcrafted, on-trend frames – in both sun and optical – are now available at all America's Best locations nationwide. Prices start at $30 per pair for non-prescription sunglasses and as a special introductory offer in January, customers can get two pairs of optical frames with single vision lenses for $89.95. Each Privé Revaux style is made with high-end materials including acetate and proprietary lightweight, yet durable metal alloy. A majority of sunglasses also have polarized lenses with UVA/UVB protection.

"I am so proud of our brand and how far we have come in only two short years," says Privé Revaux partner Hailee Steinfeld. "Our expansion with an amazing group like America's Best is representative of that progress. Adding our high-quality, affordably priced frames to their high-quality, affordably priced eyewear offerings is a total no brainer."

Adds Privé Revaux founder, David Schottenstein, "I couldn't be more proud of our success with America's Best, National Vision's largest retail brand. This is an exciting time for us, and we look forward to supporting this expansion and our continued growth with our partners at National Vision."

The partnership expansion will kick off with an exclusive in-store shopping event and customer meet-and-greet with Privé Revaux brand partner Hailee Steinfeld on Saturday, January 11th from 2 – 4pm EST. The event will be held at America's Best Contacts & Eyeglasses in Glendale, NY, located in The Shops at Atlas Park, 8016 Cooper Avenue. The partnership will be further amplified by a national advertising campaign from America's Best, which will include social, digital and TV campaigns as well as dedicated in-store Privé Revaux fixtures utilizing the brand's creative visuals and marketing assets. Additional in-store events will be planned throughout the year.

"During the pilot phase, customers really embraced Privé Revaux, and we are thrilled to be able to offer their stylish frames to our America's Best customers nationwide," said Megan Molony, National Vision's senior vice president of merchandising. "The partnership allows us to offer our customers a fantastic blend of stylish frames at a price they can afford – and we are thrilled to be Prive Revaux's exclusive optical retail partner."

Privé Revaux was built on a shared passion for style and quality with the goal of disrupting the eyewear industry and making high end sunglasses accessible. Serial entrepreneur David Schottenstein along with an elite team including celebrity visionaries Jamie Foxx, Hailee Steinfeld and Ashley Benson, as well as VP of Celebrity Relations Dave Osokow and Creative Directors Rob Zangardi and Mariel Haenn have done just that. The brand launched in June 2017 via e-commerce and direct-to-consumer with affordable, high quality and on-trend eyewear starting at $89.95 for two pairs of optical frames with prescription.

"With Privé Revaux we just want to make great eyewear, where people really appreciate the price point and quality – sunglasses and frames that are fly and affordable," says Privé Revaux brand partner, Jamie Foxx. "National Vision understands that, and I couldn't be more excited about our future together."

About America's Best Contacts & Eyeglasses
As the largest retail brand of National Vision Holdings, Inc. (NASDAQ: EYE), America's Best Contacts & Eyeglasses provides quality, affordable eye care and eyewear at the low prices America deserves, every day. With more than 700 retail locations nationwide, we offer customers exceptional value with two pairs of glasses for $69.95, including a free eye exam. At America's Best we believe that vision is central to quality of life and that people deserve to see their best to live their best, regardless of their economic status.

About National Vision Holdings, Inc.
National Vision Holdings, Inc. (NASDAQ: EYE) is one of the largest optical retail companies in the United States with more than 1,100 retail stores in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail brands: America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, Vista Opticals inside Fred Meyer stores and on select military bases, and several e-commerce websites, offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

About Privé Revaux Eyewear
Privé Revaux Eyewear was established to disrupt the eyewear market as a purveyor of quality goods at a great value. It was built on a shared passion for style and quality from serial entrepreneur David Schottenstein along with an elite team including celebrity visionaries Jamie Foxx, Hailee Steinfeld and Ashley Benson as well as VP of Celebrity Relations Dave Osokow and Creative Directors Rob Zangardi and Mariel Haenn. With more than 100 hand-crafted and polarized designer frames starting at $29.95, everyone can be anyone. For more information, visit www.priverevaux.com.

AMERICA'S BEST CONTACTS & EYEGLASSES



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