

FOR IMMEDIATE RELEASE

**Elan Optik**

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**ELAN OPTIK ANNOUNCES NAME CHANGE TO BRILLEN EYES**

MISSION VIEJO, CA (Oct. 21, 2013) – Elan Optik today announced it has formally changed its name to BrillenEyes. The name change is part of a re-branding initiative to better align the Company’s name with its long term vision to be a complete solution provider.

“Our passion has always been to provide high-quality, trend-setting European designs and the best possible customer service,” said Eckhard Wirtz, co-founder and chief executive officer of BrillenEyes. “All of the great services and products our customers have come to value will not change, in fact more exciting lines will be added in the near future.”

The company’s website is now [www.brilleneyes.com](http://www.brilleneyes.com)

Customer Service can be reached at [customerservice@brilleneyes.com](mailto:customerservice@brilleneyes.com).

**About BrillenEyes**

BrillenEyes is a privately owned optical distributor with over 40 years of combined experience in the Eyewear and Optical Industry. The company scouts all of the big European optical trade shows, like Silmo (Paris), Mido (Milan) and Opti (Munich) resulting in a very modern and trendy product portfolio.

The portfolio consists of Dutz Eyewear, Dutz Kidz, ChangeMe!, Roy Robson, Ulli Mahler and BrillenEyes House Brand. The collections are exclusive European products available only to Optician’s, Optometrist’s, and Ophthalmologist’s offices and are never sold to large discounters or chains.

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