

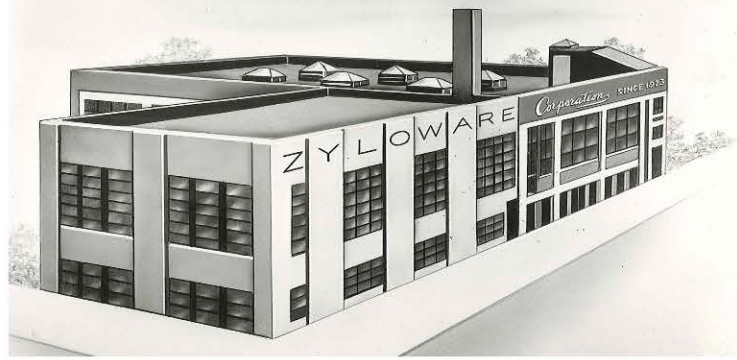
100 YEARS OF VISION

If you own a pair of glasses that perfect your vision and allow you see a beautiful day every day, then you owe a debt of gratitude to the 13th Century Romans. They were the ones who figured out how to create a glass sphere and mount it on a handle to magnify things, including small text. While the first person to set these spheres into frames is unknown, it's believed that the earliest versions were worn mostly by monks, who were some of the only people allowed to learn how to read and write back in the 1200s.

Thankfully, today eyeglasses are as common as hats and scarves on a blustery day. More than 6 in 10 people in the U.S. wear either glasses or contact lenses. That's in no small part due to the Shyer family, who over three generations have innovated and created milestones in the optical industry. Here are a few of those high notes, alongside some larger industry trends and developments.

1920s

1923 While other Americans are dancing the Charleston and slinking into speakeasys, Joseph Shyer founds Zyloware Eyewear and opens manufacturing facility in Long Island City, NY



1929 Mass production of sunglasses as we know them begins. Rather than dark tinted glass, a new light-polarizing filter made from celluloid is now used in eyewear to provide bright light and glare protection in the sun

Actors and celebrities start to embrace glasses as practical, and fashionable. Iconic figures like novelist F. Scott and wife Zelda Fitzgerald wear early versions of sunglasses as fashion accessories

1930s

During the Great Depression, Zyloware's factory continued to produce eyeglasses and added handbags. It was Joseph Shyer's goal to keep all employees on the payroll through the Depression.

1920s

1930s

1940s

1940s

Zyloware provides eyeglasses to the Armed Forces during World War II.

1950s

Second generation of Shyers, sons Henry and Robert, join their father Joseph at Zyloware

1959 Invention of progressive lenses eliminates visible lines on multifocal lenses



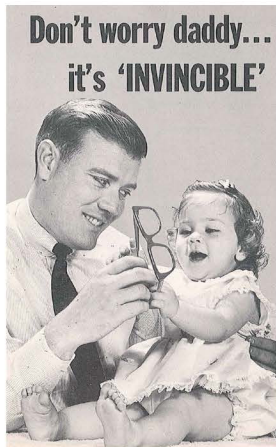
1960s

The American Optical Corporation introduces new single vision lens. Plastic, shatterproof, and lightweight lenses also make their debut

1963 Zyloware introduces first nylon frame — the Invincible — selling more than 30 million units over 30 years

Glasses reflect the Mod era, with oversized shapes from thick acetate, geometric designs, and round metal frames favored by John Lennon. Mirrored and colored lenses arrive, as do graphic printed frames

1965 Two Czechoslovakian scientists, Otto Wichterle and Drahoslav Lim, awarded a patent for their invention, five years earlier, of a soft plastic suitable for contact lenses, marking the beginning of soft contact lenses.



1970s

1971 Bausch & Lomb introduces SofLens, the first mass-produced soft contact lens in the U.S.

1974 Following President Richard Nixon's 1971 historic trip to China, Robert Shyer becomes one of the first businessmen to follow suit; starts working with factories in Japan, Korea and China, wherever the best quality eyewear could be produced. Establishes relationships with families that Zyloware still has today!

1976 Zyloware creates the first American designer eyewear brand license with Gloria Vanderbilt



1976 Plastic materials average 50% of men's frame sales, 70% of women's frame sales, according to the Optical Manufacturers Association

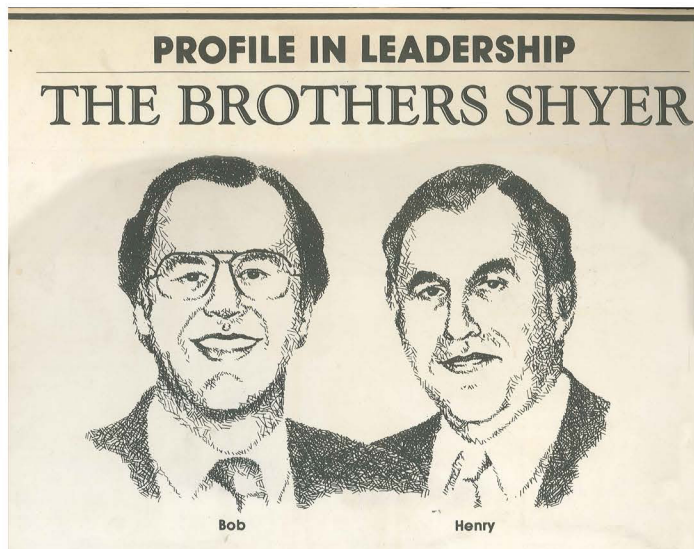
1978 Federal Trade Commission (FTC) passes Eyeglasses I, mandating release of eyeglass prescriptions to patients on request. FTC also adopts rule to remove restraints on the price advertising of ophthalmic goods and services

1950s

1960s

1970s

1980s



1980s

1980 Zyloware creates the first ever celebrity eyewear brand license with Sophia Loren.

1980 "Eyelab," the world's first 'eyewear department store,' opens in New Jersey

Plastic lenses, more durable, lighter, and thinner than their glass predecessors, make their debut.

1982 Stetson Eyewear is introduced, becomes hugely successful men's brand

1984 The concept of "Lifestyle Dispensing" — matching patients with eyeglasses that suit their lifestyle needs — becomes an industry issue

1986 The first "Vision Expo" debuts in New York



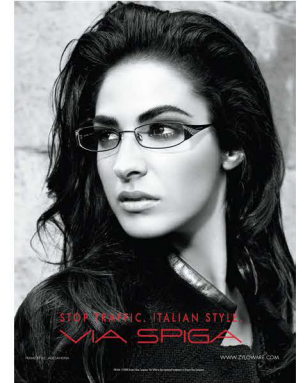


2000s

Chris and Jamie Shyer take over the helm of Zyloware and oversee enormous expansion of fashion brands. Zyloware launches its online presence with Zyloware.com, and its social media channels

2001 Zyloware launches leading fashion brand from Italy, Via Spiga, broadening the company's reputation to include high fashion. Multiple designers are added to the staff.

2006 Zyloware begins to partner with retailers to identify consumer eyewear needs, starting with American Idol judge Randy Jackson, who showcased stylish eyewear on TV. The company recognized that American men were prepared to wear cool glasses and Randy Jackson was the perfect spokesperson to convince them.



1990s

Third generation family members, Chris Shyer and Jamie Shyer, take on active management roles at Zyloware.

1991 First warehouse clubs open optical departments

1992-1999 Chris brings advertising and marketing in house, building optical-specific expertise. Jamie navigates new selling strategies and builds the company's first "direct" salesforce. The company pivots and starts selling directly to retailers.

1990s

2000s

2010s

Today

2010s

Zyloware moves its operations to a new state-of-the-art, environmentally friendly headquarters in Port Chester, NY.

Recognizing consumer hunger for their own style and a changing America, the company expands offerings to include trendy, sporty, and diverse-fitting needs. New brands include Shaquille O'Neal, Daisy Fuentes, and Leon Max.

The Shyers build out the company expertise in sales support, quality control, supply chain, distribution, and customer analysis.

2019 The company extends offerings to include Sports Protective Eyewear



Today & Beyond

Zyloware celebrates 100 years and continues its success and innovation with exciting new brands and products, and exceptional commitment to its customers

