



# Frames Direct Announces the Opening of Austin Area Office

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*Internet-based eyewear superstore expands customer service for online eyeglasses, sunglasses and contact lenses.*

PR9.NET July 27, 2006 - USA, Austin, TX – The owners of Frames Direct, the online leader in eyeglasses, sunglasses, contact lenses and fashion eyewear sales, are pleased to announce the expansion of their customer service department with the opening of a new Austin area office.

FramesDirect.com is a Houston-based 24-hour/7-day-a-week eyewear store that went online in 1996 and currently features over 110,000 products, including designer frames, eyeglasses, sunglasses, prescription lenses and contact lenses as well as a patented online technology for finding eyeglasses, sunglasses and frames, the FrameFinder Virtual Try-On System, which allows users to "try on" frames from any personal computer by simply uploading a photo of themselves.

The Austin office, located off of F.M. 1826 near Driftwood, will serve as an extension of and a backup for the customer service department in Houston. Opticians are currently being sought for the new positions. In addition, the Austin location will serve as the base for a growing local operation for the company. Web and creative services will be among the first to relocate to the facility, including search engine marketing staff.

The Austin location will be housed in an existing structure on company acreage with plans to expand in the future.

"The Austin area fits well into our future expansion plans and will serve as the hub that will eventually handle much of our international call volume. Two new international sites, one for the United Kingdom <http://www.framesdirect.co.uk> and one for South Africa, <http://www.framesdirect.co.za> are scheduled for release next month. Besides the international customers, we're looking forward to expanding our existing Texas customer base from our Austin location, as well as using the Austin location to establish corporate marketing plans, scheduled to go in effect 2007," Dr. Dhavid Cooper, CEO said.

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## About Frames Direct

Dr. Dhavid Cooper and Dr. Guy Hodgson have been in practice in the Houston area for over 20 years and founded FramesDirect.com in 1996. They have a Houston eye care office and eyewear showroom. The family of optical websites includes <http://www.framesdirect.com> , <http://www.binocularsdirect.com> and <http://www.gogglesdirect.com> . The office can be reached at 1-800-248-9427.

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