



EyeBuyDirect.com Offers Lowest-Priced Eyeglasses Online

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New pricing establishes site as world's cheapest retailer for quality prescription eyeglass frames.

PR9.NET May 19, 2008 - New York, NY – Dethroning the reign of leading eyeglass chains, online and off, EyeBuyDirect.com (www.eyebuydirect.com), an efficient and easy-to-use prescription eyeglasses website for budget conscious, savvy shoppers, has announced the availability of single vision prescription eyeglasses for as low as \$7.95. With the introduction of this new low price, EyeBuyDirect.com has become the world's cheapest retailer of quality prescription eyeglasses.

"It's amazing how many people who are in need of vision correction do not purchase prescription lenses because they can't afford them," said EyeBuyDirect.com Founder and CEO Roy Hessel. "Since its inception, EyeBuyDirect.com's mission has been to supply consumers with affordable, quality prescription eyeglasses, and with the continuing dismal economy, we wanted to introduce an even lower price option, which would ensure consumers around the world can get the best quality frames they need in order to improve their visual health."

In addition to affordable prices, EyeBuyDirect.com makes shopping online easier than ever with the site's unique virtual dressing room, EyeTry, which allows consumers to upload images of themselves on which to superimpose thousands of frames and color selections. From there, the images can be posted to the site's Wall of Frame, providing shoppers the chance to receive feedback on their selection from other consumers worldwide. In addition, EyeBuyDirect.com shoppers can upload their photos to Facebook pages to get even more feedback from family and friends before purchasing.

For more information or to purchase low priced frames, please visit www.eyebuydirect.com.

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About JS2 Communications

JS2 Communications is an award-winning, bi-coastal public relations and marketing consulting agency.

Phone: 2129056263
Website: <http://www.js2comm.com>
E-Mail: gsisco@js2comm.com
Address: 41 East 11th St, 11th Floor
New York, NY 10003

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