

For Immediate Release

Contacts:
Meg Brown or Steve Calkins
Breeze Integrated Marketing
512-236-1911
steve@breezeim.com
meg@breezeim.com
www.breezeim.com

Contact:
Andy Klein
InVision Optical
254-770-2351
info@invisionopticaltx.com
www.invisionopticaltx.com

InVision Optical Selects Breeze Integrated Marketing

Austin, Texas – February 19, 2010 – InVision Optical announced today that it has selected Breeze Integrated Marketing as its agency of record for marketing strategy, creative development and production, and media services.

“Our selection process involved a number of strong agency contenders”, said InVision owner Andy Klein. “We knew we needed a group with a diverse skill set, strong market knowledge and experience. We found all three in Breeze.”

Immediate marketing assignments for Breeze include the design of a new landing page (www.invisionopticaltx.com, recently launched), a more focused message and promotional offer, a new media strategy, and new creative for television, radio and print. Longer term plans call for a completely new web site and the development of the brand identity and messaging that will form the marketing foundation for long term growth and expansion.

“We felt a strong chemistry with Andy Klein from the outset, and InVision’s needs were a perfect match for our multi-disciplinary approach. We are confident that we can play an instrumental role in helping them achieve their goals, and are very pleased to welcome InVision to the Breeze family of clients.” said Breeze Partner and Media Director Meg Brown. “Plus, Steve is happy to have someone else around who either gets or tolerates his sense of humor and old Star Trek references.” she added, referencing her partner and Creative Director Steve Calkins.

About InVision Optical

Based in Central Texas, InVision Optical operates seven retail eyewear stores with locations in Round Rock, Bryan, College Station, Waco, Temple, Killeen, and Copperas Cove. Formerly operated under the name Budget Optical of America (BOA), the stores were recently acquired by partners Andrew Klein and Richard Sapia, with the goals of diversifying the product mix to include more designer frames and a wider selection, improving the overall customer experience, and providing higher quality fit and finish from a vastly superior lab.

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About Breeze Integrated Marketing

Breeze Marketing was founded in 2006, and was renamed Breeze Integrated Marketing earlier this year.

Partners Meg Brown and Steve Calkins each have substantial media experience including print, radio, cable and broadcast television. Previously, Meg and Steve worked together at KNVA-TV, then Austin's WB, for over 6 years. Current Breeze clients include More Space Place, Community Impact Newspapers, Gitanjali USA, Scott & White Healthcare, Vein Solutions, Central Texas Cardiothoracic and Vascular Surgeons, Immediate Care and PureWaterAid.org , in addition to InVision Optical.

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