



T E D B A K E R
L O N D O N
No Ordinary Designer Label

TURA AND TED BAKER SIGN 5-YEAR RENEWAL OF NORTH AMERICA EYEWEAR LICENSE

GREAT NECK, NY --- November 28, 2011 ---Tura Inc. and Ted Baker, the U.K.–based clothing designer, have finalized a long-term renewal of their license agreement for the design, production and marketing of Ted Baker’s ophthalmic and sunwear collections in North America.

“We are very pleased to continue our successful partnership with Ted Baker. Ted Baker is a world class brand that has been extremely well received by our North American customers in the ophthalmic space since 2004. We plan to continue expansion of the optical and sun collections through original interpretations of Ted Baker’s fresh, young and irreverent design sensibility. This ongoing effort, in combination with Tura’s unparalleled reputation for service and quality gives us great confidence in the future of this partnership.” said Scott Sennett, President/CEO of Tura Inc.

The Ted Baker ophthalmic and sunwear collections launched to both men and women in October 2004 and March 2005 respectively, throughout Tura’s extensive network of independent eyecare practitioners.

“Tura remains an ideal partner for us, sharing similar goals. We are pleased to renew our agreement with Tura, a company with long standing history in the fashion eyewear industry. The success of our partnership thus far confirms our mutual decision to move forward focusing on color, details and quality to create innovative designs.” said Lindsay Page, Finance Director at Ted Baker.

A privately owned company SINCE 1938, Tura Inc. has traditionally focused on women’s fashion eyewear through licensed and extensive corporate brands. For 2012, Tura’s portfolio of brands includes Ted Baker, Tura, TITANflex, Lulu Guinness, Bogner Eyes, Brendel, Humphrey’s, and Turaflex.

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