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**Tekcapital Plc**  
**("Tekcapital", the "Company" or the "Group")**  
**Innovative Eyewear, Inc. Announces Reebok® Smart Eyewear for Gym and Indoor Sports**

Tekcapital Plc (AIM: TEK), the UK intellectual property investment group notes that Innovative Eyewear, Inc. ("Innovative Eyewear") (NASDAQ: LUCY; LUCYW), the manufacturer of smart eyewear under the Lucyd®, Lucyd Armor™, Reebok®, Eddie Bauer® and Nautica® brands, is pleased to announce that it has launched two new, light-adaptive sport smartglasses in its cutting-edge Reebok *Powered by Lucyd* collection. These new variants of the Octane and Nitrous frames are designed for use in the gym and for outdoor sport.

The Reebok Smart Eyewear collection offers Innovative Eyewear's most powerful music experience to-date, with an end-to-end enhanced sound system developed with leading audio engineers. The addition of these new photochromic variants expands the collection to indoor and hybrid indoor/outdoor users, such as athletes who enjoy weightlifting, CrossFit and pickleball.

Additionally, Innovative Eyewear has launched a new accessory for its Reebok and Lucyd Armor lines, the Lucyd Boosters. This simple silicone accessory enhances volume and clarity and reduces sound leakage in loud environments. It's ideal for use in very loud environments such as factory floors and CrossFit gyms, ensuring the frames are fully audible without obstructing your hearing.



**The new Reebok Octane Shift style.**  
**Image courtesy of Innovative Eyewear, Inc.**

**Harrison Gross, CEO of Innovative Eyewear, said:**

"Almost immediately after launching our Reebok smart eyewear collection with a focus on running and cycling, we

heard from customers that wanted a pair for the gym or the court as well, We're pleased to deliver it to them, and provide the year's most fun and functional accessory for the millions of people who prefer exercising indoors or in both indoor/outdoor environments. Additionally, we're more than excited to launch a product that we think is the ideal smart companion for America's new favourite pastime, and one of the U.K.'s fastest growing sports— pickleball."

#### **About Innovative Eyewear, Inc.**

Innovative Eyewear is a developer & manufacturer of cutting-edge ChatGPT enabled smart eyewear, under the Lucyd®, Nautica®, Eddie Bauer® and Reebok® brands. True to our mission to Upgrade Your Eyewear®, our Bluetooth audio glasses allow users to stay safely and ergonomically connected to their digital lives and are offered in hundreds of frame and lens combinations to meet the needs of the optical, sunglass, sporting goods and safety eyewear markets. To learn more and explore our continuously evolving collection of smart eyewear, please visit [www.lucyd.co](http://www.lucyd.co).

#### **About Tekcapital plc**

Tekcapital creates value from investing in new, university-developed discoveries that can enhance people's lives. Tekcapital is quoted on the AIM market of the London Stock Exchange (AIM: symbol TEK) and is headquartered in the UK. For more information, please visit [www.tekcapital.com](http://www.tekcapital.com).

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Tekcapital currently owns 259,455 shares of Innovative Eyewear, Inc. (NASDAQ: LUCY).

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#### **Forward-Looking Statements**

This press release contains certain forward-looking statements, including those relating to the Innovative Eyewear's new products. Forward-looking statements are based on the Innovative Eyewear's current expectations and assumptions. The Private Securities Litigation Reform Act of 1995 provides a safe-harbor for forward-looking statements. These statements may be identified by the use of forward-looking expressions, including, but not limited to, "anticipate," "believe," "continue," "estimate," "expect," "future," "intend," "may," "outlook," "plan," "potential," "predict," "project," "should," "will," "would" and similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward-looking. Innovative Eyewear undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Important factors that could cause actual results to differ materially from those in the forward-looking statements are set forth in Innovative Eyewear's filings with the Securities and Exchange Commission, including its annual report on Form 10-K under the caption "Risk Factors."

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