

Frames Direct Sponsors Magnetic Schedules for Houston Aeros Hockey Team

Online eyeglass superstore and Bolle Sunglasses team with 2006-2007 Houston Aeros.

Houston, TX Sept 8, 2006 – The owners of Frames Direct, the online leader in eyeglasses, sunglasses, contact lenses and [eyewear](#) sales, are pleased to announce that on Sunday, October 8th, FramesDirect.com and [Bolle Sunglasses](#) will be providing magnetic schedules for the 2006-2007 Houston Aeros hockey team.

An added bonus for hockey fans is that the game on the same night at the Toyota Center in downtown Houston will feature hockey legend Gordie "Mr. Hockey" Howe as the Houston Aeros special guest. He will be honored pre-game. Howe is one of the most recognized names in hockey next to Wayne Gretzky.

The magnetic schedules, featuring the complete 2006-2007 home and away schedule for the Houston Aeros, will be given out free to the first 5,000 game attendees and include a special discount code for a purchase through the FramesDirect.com web site or by telephone.

FramesDirect.com will be hosting a table on the main concourse of the Toyota Center that will promote their [FrameFinder Virtual Try-On System](#), which allows users to "try on" frames from any personal computer by simply uploading a photo of themselves.

There will be an announcement pre-game that FramesDirect.com is sponsoring the schedules, along with an intermission announcement that will include FramesDirect.com.

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.

About FramesDirect.com

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. 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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