



New Look Eyewear Inc. Announces Appointment of Derrick Giannoumis, CPA, CA, as Chief Financial Officer

April 17, 2015

Montréal, Québec, April 17, 2015: New Look Eyewear Inc. (TSX: BCI) (“New Look”) announces today the appointment of Derrick Giannoumis, CPA, CA, as Senior Vice President and Chief Financial Officer of the Company effective June 1st, 2015, replacing Jean-Luc Deschamps who had previously announced his retirement from New Look. A native of Montreal and graduate of Concordia University, Mr. Giannoumis has over 10 years’ experience in accounting, financial reporting and related matters. He is currently Chief Financial Officer and General Manager of the Greiche & Scaff division of New Look, a position he has occupied since October 2014, the date upon which New Look acquired Greiche & Scaff. Prior to that time, he occupied similar positions with the predecessor company.

Antoine Amiel, Vice Chairman of New Look, stated that: “We welcome Derrick to the senior management team where we expect him to make a strong contribution. He brings not only his financial and accounting skills, but also valuable operating experience in the retail optical industry, and also prior to that, experience in other retail sectors.”

As of March 31st, 2015, New Look had 13,359,830 Class A common shares issued and outstanding. New Look is a leader in the eye care industry in Eastern Canada having a network of 193 corporate stores mainly under the New Look, Vogue Optical and Greiche & Scaff banners and laboratory facilities using state-of-the-art technologies. Tax information regarding payments to shareholders is available at www.newlook.ca in the Investors section.

All statements other than statements of historical fact contained in this press release are forward-looking statements, including, without limitation, statements regarding the future financial position, business strategy, projected costs and plans and objectives of, or involving New Look. Readers can identify many of these statements by looking for words such as “believe”, “expects”, “will”, “intends”, “projects”, “anticipates”, “estimates”, “plans”, “may”, “would” or similar words or the negative thereof. There can be no assurance that the plans, intentions or expectations upon which these forward-looking statements are based will be achieved. Forwardlooking statements are subject to risks, uncertainties and assumptions. Although management of New Look believes that the expectations represented in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Some of the factors which could affect future results and could cause results to differ materially from those expressed in the forward-looking statements contained herein include: pending and proposed legislative or regulatory developments, competition from established competitors and new market entrants, technological change, interest rate fluctuations, general economic conditions, acceptance and demand for new products and services, and fluctuations in operating results, as well as other risks included in New Look’s current Annual Information Form (AIF) which can be found at www.sedar.com. The forward-looking statements included in this press release are made as of the date hereof, and New Look undertakes no obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise, except as provided by law.

For additional information please see our website at www.newlookvisiongroup.ca. For enquiries, please contact Lise Melanson at (514) 877-4299, ext. 2234.