



FOR IMMEDIATE RELEASE

Zyloware Strengthens its Legacy and Expands its Brand Portfolio with the Acquisition of Kenmark Eyewear

Port Chester, NY — September 3, 2025 — Christopher and James Shyer, along with investment partner CenterGate Capital, proudly announce that **Zyloware**, the longest-running family-owned and operated eyewear company in the United States, has acquired **Kenmark Eyewear**.

This acquisition underscores Zyloware's strategic objective to be a valuable partner to the eyewear industry by offering customers a broader portfolio, deeper expertise, and enhanced service. Together, Zyloware and Kenmark will continue to lead the optical industry with integrity, creativity, and a shared commitment to delivering eyewear that customers can trust and love.

With over 50 years of experience, Kentucky-based **Kenmark Eyewear** has built a legacy of innovation, originality, and craftsmanship. Its portfolio includes world-renowned brands such as *Vera Wang*, *Lilly Pulitzer*, *Original Penguin*, *Kensie*, *Jhane Barnes*, and *Wolverine*, as well as respected independent collections like *Paradigm*, *Elliott Ives*, and *Valdo*. These strengths make Kenmark the perfect choice for Zyloware's first expansion through acquisition. Previously an employee-owned business (ESOP), Kenmark has long demonstrated a deep commitment to its people, customers, and the optical industry, values both companies share.

"For more than a century, Zyloware has grown through careful, thoughtful decisions that honor our family values and tradition," said **Jamie Shyer, Co-CEO / COO of Zyloware**. "The joining of two great American legacy eyewear companies makes this moment especially meaningful. Kenmark's heritage, strong reputation, and brand portfolio perfectly complement Zyloware's existing offerings. This acquisition is both a natural fit and an exciting step forward."

"We are thrilled to embark on this next chapter for Kenmark," said **Jason Wehlage, CEO of Kenmark Eyewear**. "This combination of two great American companies with respected histories enhances our ability to deliver best-in-class products and meaningful, personalized service to the eyecare industry. By joining the Zyloware family, we strengthen our capacity to innovate, expand our reach, and provide collections that empower practices and elevate the eyewear experience for patients everywhere."

As a vote of confidence in the combined management teams, **Christopher Shyer, Zyloware's Co-CEO and President**, will step down this November after decades of dedicated leadership. His passion and vision helped guide Zyloware past its 100-year milestone, shaping it into the longest-running family-owned optical company in the U.S. While stepping back from his day-to-day role, Chris will remain a co-owner, continuing his commitment to the Shyer family legacy and Zyloware's future success.

“This is a very exciting time for Zyloware, for Kenmark, and for our future growth in the world of eyewear,” added **Christopher Shyer, Co-CEO / President, Zyloware**. “We look forward to honoring Kenmark’s legacy while building a stronger, more dynamic future together. My decision to step back from daily CEO activities is part of a thoughtful long-term plan to ensure the success of our 102-year-old family business through the next generation of leaders from both companies.”

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About Zyloware:

Founded in 1923, Zyloware is the longest-running family-owned and operated eyewear company in the U.S. For more than a century, Zyloware has been dedicated to quality, innovation, and customer service. Its diverse portfolio of fashion, lifestyle, and value brands is designed to meet the needs of consumers across the globe. Zyloware’s broad portfolio of brands includes **Sophia Loren, Stetson, Randy Jackson, Shaquille O’Neal, H Halston, Via Spiga, Leon Max, Gloria Vanderbilt, CEV, Invincilites**, and **Daisy Fuentes**.

About Kenmark Eyewear:

Since 1972, Kenmark Eyewear has designed and distributed quality eyewear worldwide. With an acclaimed portfolio of licensed and independent collections, Kenmark is known for its originality, high standards of design, and dedication to advancing the optical industry. Rooted in a legacy of employee ownership, Kenmark has remained committed to serving customers with innovation and integrity for over 50 years.

About CenterGate Capital:

CenterGate Capital is a private equity firm managing over \$750 million. We focus on growing lower middle market companies. Our goal is to partner with management to create value for all stakeholders of our portfolio companies. CenterGate possesses flexible capital, enabling us to tailor each investment to a company's ownership goals and growth strategies. We structure transactions to enable owners to monetize their equity while also positioning the company for future growth. For more information, visit **www.centergatecapital.com**.