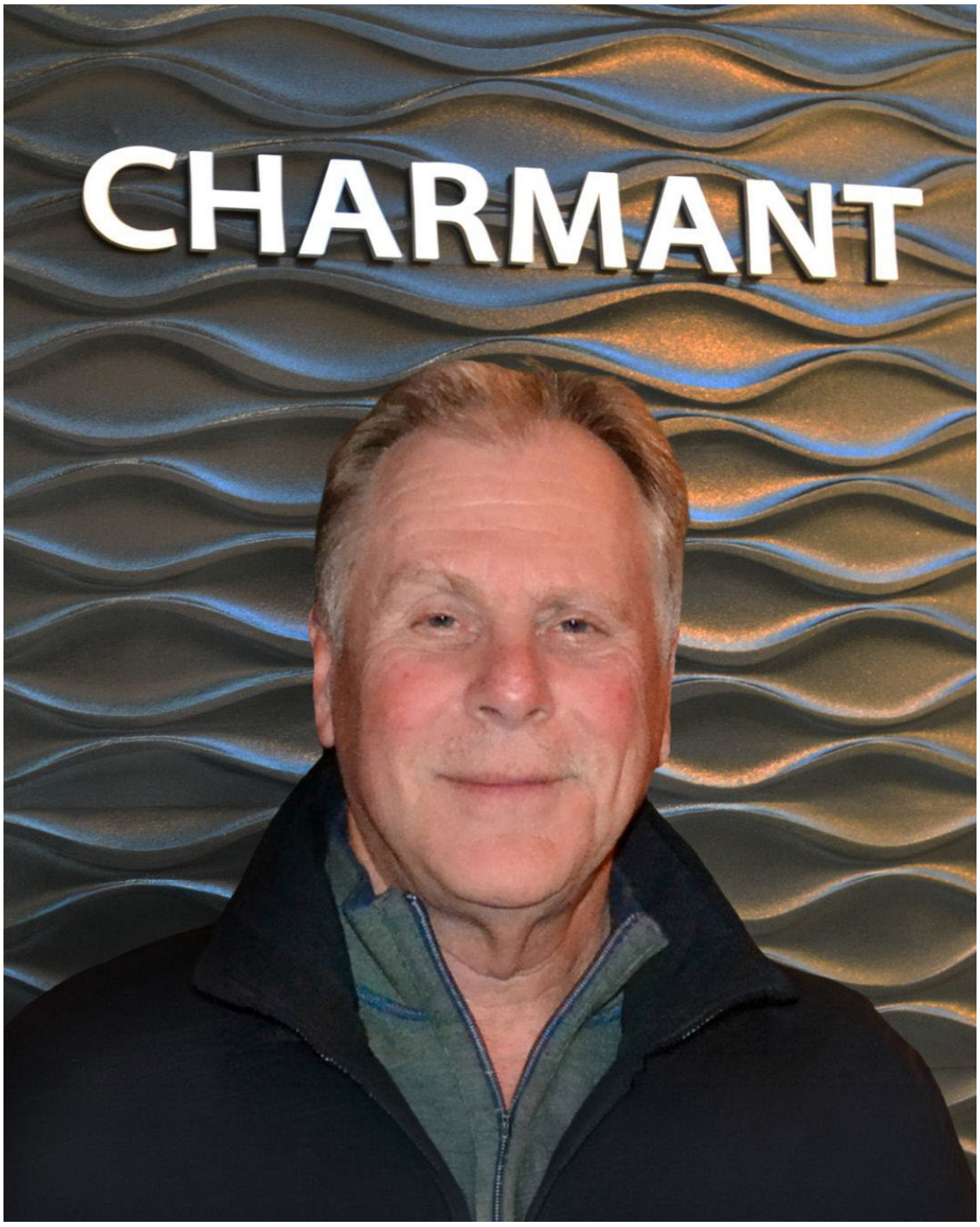
CHARMANT USA INC. **PRESS RELEASE**

Breaking News: CHARMANT USA Inc.'s Esteemed Northeast U.S. Regional Manager, Barry Mazel, Announces Retirement



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FOR IMMEDIATE RELEASE

(Morris Plains, NJ) – (June 2026) – CHARMANT USA Inc. is announcing the retirement of its Northeast U.S. Regional Manager, Barry Mazel, effective at the end of June 2026. Mazel has been in the optical industry for an impressive 46 years, with 29 remarkable years dedicated to the growth and success of CHARMANT USA Inc.

On Mazel's retirement, CHARMANT leadership shared:

> *"CHARMANT sincerely thanks Barry for his dedicated leadership and significant contributions as a Regional Manager. His commitment has been a driving force in our company's growth and industry presence. We wish Barry all the best and great happiness in his retirement," said Masato Nakagaichi, CHARMANT USA Inc.'s President and CEO.*

> *"Barry has been more than a successful Regional Sales Manager for CHARMANT for the past 29 years, he's been an amazing leader, mentor, colleague and friend to so many. Throughout Barry's career, he has consistently demonstrated excellence, earned multiple Manager of the Year honors and set a high standard for performance, professionalism, loyalty, and integrity. Barry's dedication to his team, customers, and CHARMANT has left a lasting legacy that will be felt long after his retirement. We at CHARMANT wish Barry the best as he embarks into a new chapter of his life," said Bill Hurst, CHARMANT USA Inc.'s Vice President of Sales.*

Mazel won multiple in-house awards, including Northeast Regional Manager of The Year in 2013, 2023, and 2025. Mazel consistently demonstrated skill in cultivating and maintaining loyal customer relationships in the optical field since his start with CHARMANT on June 18th, 1997. His

unwavering commitment to his team was especially apparent when navigating hurdles. Mazel ensured every employee not only met their goals but also found fulfillment in their careers.

Mazel's team shared the following:

> *"I've had the pleasure of knowing Barry for 30 years, and we had the opportunity to work together at CHARMANT for a decade. While I'm saddened to see him leave, I'm genuinely happy for him and his wife. He has been nothing but an incredible asset to the company. His leadership, support and friendship will be missed," said Nancy Mahoney, CHARMANT's Territory Manager of Massachusetts.*
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> *"When Barry offered me the opportunity to work with CHARMANT, he wanted me to know that he works for me and not the other way around. He kept his word! Thank you, Barry, for giving me the opportunity to join such a great team. Enjoy every second of your retirement," said Raymond Serrano, CHARMANT's Territory Manager of Eastern Pennsylvania.*
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> *"Barry's expertise in the industry and his sales skills are unmatched. As a Regional Manager, he consistently encouraged me to leverage my strengths and was always available to help tackle any challenges I faced. He will be greatly missed, but I wish him all the best in his next chapter," said Francesca Ilaria, CHARMANT's Territory Manager of New Jersey and New York.*
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> *"Barry has been the most exceptional manager I've worked with. Over the years, we developed a remarkable relationship. His support was always there when I needed it. Barry's departure will be deeply felt, and I'm going to miss him tremendously. I wish him and his wife a joyful and fulfilling retirement," said Koos Van Witzenburg, CHARMANT's Territory Manager of all five boroughs of New York.*

Mazel's leadership has been instrumental in shaping the company's direction across the Northeast—and beyond. As CHARMANT USA celebrates his career, we express our appreciation and wish Mazel a joyful retirement.

CHARMANT USA Inc. wants customers in the Northeast region to be reassured business will continue as usual, as we have been planning ahead for Mazel's departure. If there are any questions, contact your CHARMANT sales consultant or call Bill Hurst at 973-538-1511.

About CHARMANT Group:
For over 70 years, CHARMANT Group has been renowned worldwide for its pioneering work in the research and development of new technologies in the optical industry. By striving for perfection and its uncompromising high product quality, the Japanese company has developed into one of the most important producers and suppliers in the highly competitive international ophthalmic optics market. With its goal to unreservedly fulfil the wishes and demands of its

customers, CHARMANT can always be dependent upon for premium quality and outstanding service. This engagement and passion are clearly perceived in both CHARMANT Group house and licensed brands. Thanks to the company's expertise in the production of superior eyewear frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.

About CHARMANT USA:
CHARMANT USA Inc., established in 1982, is a top eyewear manufacturer, designer, and distributor, offering U.S.-specific styles from house and license brands. CHARMANT's commitment to quality manufacturing remains unsurpassed, producing attractive and comfortable frames. CHARMANT USA Inc. was awarded ELLE's Best Marketing Activation in 2023. CHARMANT USA Inc. products can be seen in top eyewear magazines and online press. CHARMANT USA was nominated in the 2025 NOW Trend Showcase at Vision Expo East in four categories: sensorial design, innovation, memories are made of, and consciously designed. CHARMANT was selected as 2025 Ultimate Partner in Jobson's Vision Monday Magazine and 20/20 Magazine reader survey. CHARMANT exclusively took on the design, development, and distribution of optical frames and sunglasses for premium sports brand HEAD. CHARMANT offers frames that not only complement individual style but also provide the reliability and ease all wearers deserve. The brands offered by CHARMANT USA Inc. include Line Art CHARMANT, CHARMANT Japanese Made, CHARMANT Titanium Perfection, Minamoto, Aristar, ELLE, HEAD, Isaac Mizrahi New York, and Eddie Bauer.

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