

FOR IMMEDIATE RELEASE

Eyenvision Announces the Release of the Chemie+ Reader Lens

PITTSBURGH, Pennsylvania (March 10, 2011) – Eyenvision, Inc., a company focused on innovative consumer products for the optical service industry, announces the release of the “Chemie+” reader lens for its patented Chemie Magnetic Lens Layering System.

The Chemie magnetic lens layering system has revolutionized the world of clip-on sunlenses. This innovative technology will now allow a wearer of eyeglasses to attach a Chemie+ reading lens directly to the prescription lens. This eliminates the need for a wearer to remove their prescription glasses and replace them with drugstore readers. The Chemie+ lenses provide an alternative for those who need vision assistance in reading, but prefer not to wear bifocals or progressive lenses. They are also a simple solution for those who suffer from eye fatigue due to computer use. Now wearers of single vision prescription glasses can simply “click on” their Chemie+ lenses, and just like the Chemie sunlens product, the Chemie+ lenses are edged and base-curve matched to the primary prescription lenses.

“Chemie+ is the logical next step in our product offering that utilizes the Chemie magnetic lens layering system,” commented Joseph Zewe, Eyenvision’s President and CEO. Dennis G. Zelazowski, Eyenvision’s Chief Technology Officer and inventor of the Chemie product added, “Our optical lab and retailer customers have been asking for this product for some time as a solution for patients that require vision correction for mid-range and near distances.”

Chemie+ is offered in add strengths of +.50, +.75, +1.00, +1.25, and +1.50, all of which are available in base curves of 2, 4, 5, and 6. The Chemie+ lenses are fabricated from Hi-Vex, a lens material which has the lightweight, tensile strength, and superior optical qualities (46 ABBE value) that Eyenvision is seeking for the product. Chemie+ lenses block 100% of UV rays and are surfaced to a .8mm edge thickness. A double-sided hydrophobic anti-reflective coating is included standard on all lenses.

ABOUT EYENAVISION, INC. - Eyenvision, Inc. is the developer of innovative consumer products and software solutions for the optical industry. Under the brand name, Chemie, Eyenvision sells its patented Magnetic Lens Layering System series of products that eliminate the challenges typically associated with clip-on eyewear. In addition, the Eyenvision Software and Service Division provide software products that simplify and automate business functions for optical retailers. For more information, visit www.eyenvision.com.

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