

FOR IMMEDIATE RELEASE

**EYENAVISION ANNOUNCES APPOINTMENT OF OPTICAL VETERANS
DAVE EICHELBERGER AND SUE CREEK TO LEAD SALES TEAM**

PITTSBURGH, Pennsylvania (August 30, 2017) - Eyenavision, Inc., a company focused on providing innovative products to the optical industry including the patented Chemistrie magnetic lens layering technology, is pleased to announce the appointment of Dave Eichelberger as Vice President of Sales, and Sue Creek as Director of Sales.

Mr. Eichelberger, whose family is rooted in the optical industry, has over 30 years of experience focused on providing frame and lens products to the independent ECP. He will be responsible for continuing the growth of Eyenavision by leading the company's sales force and working closely with the leadership team to develop and introduce new products. Mr. Eichelberger commented, "In addition to developing our sales force, I look forward to working closely with our customers to provide solutions that will contribute to their success."

Ms. Creek is one of Vision Monday's 2016 Most Influential Women in Optics. In her role at Eyenavision, she will be responsible for furthering the company's relationships with customers through her creative approach to product training and development. In her 20 years as a trainer, she has taught optics, sales, service and business management to over 2000 doctors and opticians. Additionally, in her 30 years of experience in the industry, Creek has helped to open over 300 optical stores internationally. Ms. Creek commented, "Eyenavision's large and expanding customer base creates enormous opportunities for me to pursue my passion for working with independent ECPs to grow their practices."

Joseph Zewe, Eyenavision's CEO commented, "Dave and Sue's combined optical industry experience and passion for excellence make them the perfect fit for our company and our customers as we elevate Eyenavision to the next level."

Eyenavision, Inc. Is a recognized leader of innovation in the optical industry that develops cutting edge products which simplify the lives of eye care professionals and their patients. Popular products include the patented Chemistrie lens layering system and Roger Bacon, a patented made-to-measure 3D printed frame technology.

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