

FOR IMMEDIATE RELEASE

Eyenvision Receives OLA Award of Excellence for their Chemie+ Reader Lens

PITTSBURGH, Pennsylvania (September 27, 2011) – Eyenvision, Inc., a company focused on innovative consumer products for the optical industry, has received the Optical Laboratories Association (OLA) Award of Excellence in the accessory products category for the Chemie+ Reader Lens. The award presentation occurred at the International Vision Expo West in Las Vegas on September 23.

Chemie+ is a reader lens that attaches to an eyeglass wearer's prescription lens utilizing micro-magnets embedded in the actual lenses. Chemie+ was introduced earlier this year using the same patented attachment technology utilized by the popular Chemie Sunlens. Chemie+ is perfect for eyeglass wearers who don't want a permanent line in their visual field, have difficulty adapting to progressive lenses, or those who want the freedom to apply and remove their reading prescription at will. Chemie+ is also an ideal solution for those suffering from eyewear fatigue due to extended computer use.

"We are honored that the OLA members have chosen us for this award so soon after the introduction of Chemie+," commented Joseph Zewe, Eyenvision's President and CEO. Mr. Zewe added, "We are pleased by the response we have received from optometrists, opticians, and their customers and we plan to more aggressively market this product following this very successful launch."

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. Eyenvision will be adding additional strengths later this year. 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, are surfaced to a .8mm edge thickness and have an anti-reflective coating.

ABOUT EYENAVISION, INC. - Eyenvision, Inc. is the developer of innovative consumer products 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 company sells eyewear utilizing a patented screwless magnetic frame technology sold under the name Physics. For more information, visit www.eyenvision.com.

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