

FOR IMMEDIATE RELEASE

Eyenovate Announces New CEO and Name Change to Eyenavision

PITTSBURGH, Pennsylvania (October 1, 2010) – Eyenovate, Inc., a company focused on innovative consumer products and software-as-a-service for the optical service industry, announces that Joseph Zewe has joined the company as the President and Chief Executive Officer. Additionally, the company has changed its name to Eyenavision.

Mr. Zewe takes over from David Zewe, who has served as the interim President and Chief Executive Officer since December of 2009. Joseph Zewe has been involved with Eyenovate as an investor and member of the company's board of directors since 2008. David Zewe will continue as the Chairman of the company's board of directors. David Zewe comments, "I am pleased to turn over the reins to my brother, Joe, so I can continue my other business pursuits. I plan to continue to be active with the company in my role as Chairman."

Joseph Zewe said, "I am honored to be entrusted with the responsibility of leading Eyenavision and our very talented and dedicated group of employees as we strive to become a leading provider of innovative products and services to the optical industry."

Regarding the corporate name change, Chairman David Zewe commented, "The change in the Company's name recognizes our commitment to eyewear and vision related products. We want the name of our company to clearly identify our commitment to the industry for which we serve and this name change coincides with several exciting announcements we plan to make in the upcoming weeks."

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

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