



Imperial Optical Becomes a CIBA VISION™ CAN/DO Authorized Distributor

Champlain, NY— September 22, 2008 — Imperial Optical, Inc., the leading independent wholesale contact lens distributor in North America, is proud to announce that it is now a CIBA VISION CAN/DO authorized distributor. This designation came into effect on Sept. 1, 2008 and gives Imperial Optical all the privileges of and access to promotional programs offered to eye care practitioners by all other CAN/DO authorized distributors in the United States. Eye care practitioners can now feel confident that all of their preferred marketing programs will be made available to them when they choose to use Imperial Optical as their distributor. This change in status also provides CIBA VISION's field sales personnel with the added flexibility and ease of coordinating CIBA VISION's promotional programs with Imperial Optical if and when their eye care practitioner chooses to use it as their distributor.

"I am very pleased that Imperial Optical is now a CIBA VISION CAN/DO Authorized Distributor," said Samir Gad, the president and CEO (Chief Executive Officer) of Imperial Optical. "This exciting development will provide Imperial with more capabilities when working with its valued customer base. Our operations people will also work more closely with CIBA VISION's field sales representatives so that both parties can deliver value to the eye care practitioner and his or her patients."

Gad continued, "This development comes at a great time for Imperial. It allows the company to continue to build on a very strong business relationship with CIBA VISION and lay the groundwork for a more productive and beneficial relationship for all of the parties involved."

Eye care practitioners will be able to bring all their CIBA VISION orders to Imperial and be assured they will receive the value-added promotional allocations that they were not able to obtain from Imperial until now. The net result – independent eye care practitioners currently served by Imperial will receive an improved and more complete service when ordering CIBA VISION products.

Imperial Optical was founded in 1989 and is specifically focused on providing eye care professionals with one-stop access to a superior selection of top quality, branded contact lenses at the best value, all while maintaining a commitment to customer service that is known throughout the industry as the "Imperial Advantage."

To learn more about Imperial Optical, the "Imperial Advantage," or how to become a valued customer with Imperial Optical, visit www.imperialoptical.com.

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