

News Release

Helping Children Succeed – EyeMed Vision Care Introduces

EyeMed KidsEyes Vision Benefit

First to Market with Two Exams, Prescription Change in the Same Year for 18 and Under

June 3, 2011

MASON, Ohio – EyeMed Vision Care, one of the nation’s leading vision benefits companies and part of Luxottica (NYSE: LUX), a leader in vision care and eyewear, introduces a first-to-market vision benefit that is tailored to meet the unique needs of children 18 years and younger and supports their active lifestyle.

The EyeMed KidsEyes benefit features:

- Two funded eye exams within the same benefit year
- One additional covered pair of eyeglass lenses if the child’s vision changes within the benefit year
- Funded:
 - Polycarbonate lenses
 - Photochromic lenses
 - Contact lens professional services (fit and follow-up)
- 40 percent discount off additional pairs of prescription glasses including broken or lost eyeglasses
- 20 percent discount off sports-related eyewear and non-prescription sunglasses at participating EyeMed providers to protect children’s eyes from impact and UV rays

“At EyeMed, we believe children should have access to more frequent eye exams when their eyes are changing, and use optimal lens materials designed to protect their eyes,” said John Lahr, O.D., FAAO, medical director at EyeMed Vision Care. “Children may not realize that

their vision requires correction. The unfortunate truth is that about half of all American children have not had a complete eye exam.”¹

The American Optometric Association reports 80 percent of what we learn comes through the visual processing of information. And, one in every four children has a vision problem that can interfere with learning and behavior.²

“It’s important to encourage younger people to keep their vision clear and in focus, and to use good eye health habits including safety, UV protection and proper contact lens usage,” Lahr said. “Impact-resistant, polycarbonate lenses are designed to hold up to rough-and-tumble play and sports, and many eyecare professionals insist on such lenses for children’s eyeglasses for safety reasons. EyeMed is the first managed vision company to offer such a benefit focused on children.”

The KidsEyes benefit can give parents peace of mind for savings on eyewear if their children’s vision changes within the year, and enhanced savings if their children need another pair of glasses. To learn more, visit whyeyemed.com.

About EyeMed Vision Care

Mason, Ohio-based EyeMed Vision Care is one of the nation’s leading vision benefits organizations, with 30 million funded members, through 7,600 employers and healthcare companies across the United States. In addition, EyeMed supports vision discount programs for some of the nation’s largest membership and managed care organizations, reaching over 100 million discount members.

Innovation, choice and convenience drives EyeMed's commitment to eye health and vision wellness as it works with its plan sponsors to incorporate vision as part of an overall healthcare benefits program. EyeMed members have access to thousands of private practice and retail-affiliated doctors and dispensing locations nationwide.

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Contact: Maury Williams, EyeMed Vision Care, 513-765-3527, E-mail: mwillia5@eyemedvisioncare.com

¹Think About Your Eyes (www.thinkaboutyoureyes.com/kids-vision/kids-vision)

²Kleinstein, RN et al. Refractive error and ethnicity in children. *Archives of Ophthalmology* 2003