

## News Release

### **EyeMed Vision Care Adds Retinal Imaging Benefit in Support of EyeHealth and Vision Wellness**

June 21, 2011  
FOR IMMEDIATE RELEASE

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, has begun offering retinal imaging as an optional benefit within a vision plan. Retinal imaging provides detailed photographs of the retina, the inner nerve layer that lines the back of the eye, as a diagnostic tool to monitor overall eye health. The photograph scan can be used to help detect such eye and health conditions as glaucoma, macular degeneration, diabetes, hypertension and cancer.

Retinal images are quick, painless and non-invasive. As a diagnostic tool, retinal images provide high-resolution, permanent digital records of the inner eye. Although retinal imaging doesn’t require dilation of the pupil, routine dilation remains an important part of a comprehensive eye exam to give both the patient and eye care provider more tools to assess and maintain eye health.

“Retinal imaging is primarily used for screening healthy patients to provide a baseline of their eye health and is used in addition to a comprehensive eye exam,” said John Lahr, O.D., FAAO, medical director at EyeMed Vision Care. “The patient’s eye doctor can compare digital retinal images to later views of the retina to look for changes that could indicate early onset of a serious eye condition or disease. The earlier any disease is discovered, the greater chance of improved clinical outcomes from a treatment program.

“Retinal imaging is another important component of our wellness program at EyeMed,” Lahr said. As part of the commitment to vision wellness, EyeMed encourages all members who are part of an EyeMed plan to undergo an annual eye exam.

EyeMed Vision Care offers the retinal imaging benefit to clients for their employees as a funded benefit, with or without copay, or as a capped discount voluntary benefit.

### **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.

###

Contact: Maury Williams, EyeMed Vision Care, 513-765-3527, E-mail: [mwillia5@eyemedvisioncare.com](mailto:mwillia5@eyemedvisioncare.com)