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PRESS RELEASE

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Polycore Optical adds new focus on “Simplifying the Business of Sight”

Reno, NV, USA – July 18, 2007 – Polycore has developed a fresh, new branding position in the Global Eyecare industry to reflect the company’s new strategy of simplifying the business processes with its partners. As a globally integrated lens manufacturing company with its headquarters in Singapore, Polycore understands that they can only be successful if their customers and users are successful. By filling an industry need for simplifying the way business is conducted, they strive to offer greater flexibility, straightforward solutions, and products that offer truly better benefits to partners and users. “Simplifying the Business of Sight” also means providing greater accessibility so eyecare professionals can focus their energy on what truly matters, growing their businesses.

This is the philosophy that drives Polycore, represented in an all new business logo that symbolizes our new, fresh energy: friendly, personalized, and simple. With “Simplifying the Business of Sight” in mind and spirit, Polycore will be introducing many new programs and initiatives to aid their partners and eye care professionals. Polycore Optical USA will be exhibiting at Vision Expo West, booth LP2082. Come and see how they can help you with their new Basics System. For more information, please call 1-888-645-7788.

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