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## PRESS RELEASE

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### Polycore Basics: New Success Building Tools for the ECP

Reno, NV, USA – October 16, 2007 – Polycore research finds that eyecare professionals have many challenges including: profitability, staff training, customer loyalty and patient education. To confront these challenges, Polycore has created the Polycore Basics System. Greg Rook, VP of Sales & Marketing for Polycore Optical USA indicates, “The Basics System is a unique, easy to use set of best practice tools that will help the ECP to streamline their business model, improve customer care, and grow their bottom line with increased multiple pair and premium product sales.”

Components of the system include the Basics Eye Guide, a consistent resource for patient education and reference by staff throughout the complete customer journey from entry through checkout. The patent pending Polycore Glare Demonstrator shows how polarized and anti-reflective coated lenses reduce glare and allow for recommendation right in the exam room. A truly basic resource for educating new opticians and those who need a refresher course, the Basics System Staff Training Guide is a quick and easy guide for learning about optics, eye conditions, correction, lens styles, materials, and treatment options.

Polycore Basics System Kits and components are available for a small up front fee that can be recouped through discount coupons provided. For more information, please call 1-800-396-1580.

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