

Press Release

12/07/2007

For immediate release.

Healthy Sight has never been so rewarding.

Carl Zeiss Vision is entertaining eye care professionals this year with a bigger and better lens promotion than ever before, rewarding them with thousands of CD and DVD titles in the "Let us entertain you" promotion!

The promotion is simple, order any pair of ZEISS or SOLA Lenses in Transitions® during the months of August, September and October 2007, and eye care professionals will earn one 'Let us entertain you' sticker. Add LotuTec™ Lens Coating or Teflon® Easy Care Coating to any Transitions® Lens orders during the same period and receive two stickers. Collect eight stickers and choose from over 4,000 CD and DVD titles or a \$25 iTunes download card (Australian residents only)!

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand said "we're excited to again offer eye care professionals great rewards, with thousands of music and movie titles, for their dispensing of ZEISS and SOLA Transitions® Lenses. This is the first time we have put ZEISS and SOLA Lens together in a promotion so now there are over 40 products that deliver "Let us entertain you" rewards.

Carl Zeiss Vision Transitions® Lenses are the ideal choice for everyday lenses, offering the right tint at the right time in changing light. Combine this with the ultimate in visual clarity, cleaning performance and durability from the Teflon® EasyCare or LotuTec™ coatings, and your patients receive an outstanding package of benefits all in the one lens

Carl Zeiss Vision's "Let us entertain you" promotion runs from 1 August through to the 31 October 2007, with claim forms being accepted up to and including 15 November 2007. Promotion claim forms will be delivered to eye care professionals across Australia and New Zealand and can also be sourced by contacting Carl Zeiss Vision Territory Managers or Carl Zeiss Vision Customer Service on 1800 882 041.

Further Information:

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