

A quality  
contact lens  
company

Preferred  
VISION  
GROUP

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Preferred Vision Group, Inc.

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**FOR IMMEDIATE RELEASE**

### **PREFERRED VISION GROUP, INC. INTRODUCES PREFERRED COLORS™**

SAN JOSE, CALIFORNIA – Following the successful launch of its Preferred 55™ aspheric soft contact lens and its Preferred T™ soft toric contact lens, Preferred Vision Group, Inc. today announced the introduction of Preferred Colors™, its new soft colored contact lens product line presently available in four opaque colors: Sapphire, Emerald, Pearl and Topaz.

Preferred Colors™, made from Ocufileon D, with a UV blocking enhancement, has been specifically designed to provide a natural look while offering the patient the same comfortable fit and crisp vision characteristic of all Preferred Vision Group's family of contact lenses offered exclusively within the professional practitioner community.

“As we have done before, to best meet the needs of the professional practitioners we serve and their patients, Preferred Colors provides the patient with what we believe to be the very best soft colored contact lens available” commented Donald J.A. Macpherson, President / CEO.

Further commenting, Mr. Macpherson noted, “the introduction of Preferred Colors™ is a continuation of Preferred Vision Group's ongoing mission to provide the professional practitioner with a new choice as their contact lens supplier, one that offers the very best service available in the industry, customizing our operations to meet the needs of the practitioner and processing and shipping orders the day they are received so they can be fitting their patients within two business days.”

Preferred Vision Group, Inc., a rapidly expanding global vision care company headquartered in San Jose, California, is focused on meeting the needs of the eye care professional and dedicated to the development, manufacturing and distribution of high quality contact lenses and lens product from its west coast Packaging and Distribution Center and through its authorized distributors serving its customers in all fifty U.S. states, on four continents in twelve countries.

*~ Preferred Vision Group.....A Different Kind of Lens Company™ ~*