

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. REPORTS YEAR END RESULTS

SAN JOSE, CALIFORNIA – 31 January 2004 – Preferred Vision Group, Inc., today reported gross sales from the fiscal year ended 31 December 2003 increased 54.3% over the previous year as the result of both increased sales by the North American and global business units.

“Our fiscal year end results and growth during 2003 in both the U.S. and international marketplaces was very favorable versus others in our industry and further validates the strength of our strategic direction” commented Donald J.A. Macpherson, President / CEO.

Looking to 2004, Mr. Macpherson further commented, “we will continue to present ourselves and our products to professional practitioners in the U.S. and global marketplaces, knowing that those who make use of our contact lens product to meet their patient needs will not be disappointed in the high quality of our lenses or the superior customer service we provide”.

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™ ~