



HIGH DEFINITION LENSES

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CHILDREN'S GLASSES BY AUGEN WIN EYEWEAR OF THE YEAR 2012 AWARD

SAN DIEGO, CA – Augen Optics has announced that its innovative eyewear developed for a nonprofit children's program in Mexico has won the Eyewear of the Year (EOY) 2012 award in the Kids Eyewear Category from the International Optical Fair Tokyo, Japan's leading optical fair. The EOY is a design award that recognizes new products for the coming year that excel in design and/or function. The Kids Category was newly added for the 2012 EOY awards program. Winners will be announced at the fair during an award ceremony on October 11, 2011. This is the second international award for the Augen eyewear this year. The frames also won the prestigious INDEX: design award in Denmark on September 1.

The children's eyewear was developed for the nonprofit Ver Bien Para Aprender Mejor program – or See Better to Learn Better – which provides free eyeglasses to children in Mexico who have been identified as needing vision correction. Poor vision interferes with school learning when children cannot read blackboards or schoolbooks due to uncorrected vision problems. The organization has found that children are often taken out of school for poor performance, when in fact all they needed was vision correction.

Augen Optics has participated in the program for the past three years, manufacturing plastic children's frames over the last two years and nearly 600,000 pairs of hard resin lenses to date at its Ensenada facility. The eyeglasses for the program are provided by Augen at cost. Total program costs including optometry services, laptop computers, eyeglasses and program management are paid for through donations to Ver Bien Para Aprender Mejor. State governments provide matching funds for eyeglasses and other program costs. Each state government selects the schools that will participate in the program, and children at those schools are given a general vision test by their teachers. If they have difficulty passing the test, they are scheduled for a formal eye examination from a

licensed optometrist employed by the nonprofit foundation. Eyeglasses are ordered by laptop computer during the exam and distributed several weeks later to the children's parents at the school.

Marco Machado-Torres, COO for Augen Optics and director of the program for Augen, says, "We are extremely honored that our new eyewear for children have been recognized with this second award from an international organization as prestigious as IOFT. We worked very hard to deliver a product that is both cost effective and fashionable for children, and look forward to continuing the success of our children's eyewear program and perhaps even expanding it beyond Mexico's borders." Augen will be delivering from 300,000 to 350,000 eyeglasses to the nonprofit program during the 2011-2012 school term.

The durable split-construction eyeglass frames, called VIGEO, were developed in conjunction with Yves Béhar of *fuseproject* and are specifically designed for students aged 6-18 years old. The frames are fully customizable with top and bottom colors that can be mixed and matched to fit all children's personal choices. The fashionable quality of the frames has helped the children overcome the perception of eyewear as a stigma.

For more information about Augen Optics and its participation in the Ver Bien Para Aprender Mejor program, contact Marco Machado-Torres at 619-575-0697. For information about the Ver Bien Para Aprender Mejor foundation, visit their website at www.mexicoconvision.com.mx/. For information about Augen Optics lens products, contact Augen Optics at 866-284-3611, or visit www.augenoptics.com. To learn more about the VIGEO frames please visit www.vigeo.co.

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