



HIGH DEFINITION LENSES

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**FOR IMMEDIATE RELEASE**

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**AUGEN CONSOLIDATES NORTH AMERICA OPERATIONS IN SAN DIEGO**

SAN DIEGO, CA – Dr. Marco Antonio Machado, Founder and CEO of Augen Opticos based in Ensenada, Mexico has announced that Augen Optics, the U.S.-based business entity overseeing Augen operations in North America, South America, Europe and Canada, is consolidating its two west coast offices into one facility based in San Diego, CA. Dr. Machado says the consolidation of its Petaluma and San Diego offices will help improve service for customers. The streamlined facility will manage all “back room” business operations for Augen Optics including customer service, finance, order fulfillment, and warehousing. Marketing and sales will continue to be managed through the existing Augen sales and marketing team led by John Potocny, Senior Vice President, Sales & Marketing.

In addition, Dr. Machado has announced the resignation of Dr. Richard Kapash as President of Augen Optics. Dr. Kapash is leaving the company for personal reasons, effective immediately. Dr. Machado will assume Dr. Kapash’s executive responsibilities until a replacement is named.

Dr. Machado stated, “I sincerely appreciate Dr. Kapash’s efforts to establish Augen as a premium lens company in North America. The business growth that both Dick and John have generated over the past 18 months has been significant, and I see many opportunities going forward to further grow our company and customer base. We will have new lens products to introduce, as well as our patented EasyForm™ free-form generator.”

Customers can continue calling and faxing as usual to the Augen toll-free numbers, which will be rolled over to the San Diego facility on October 1. The toll-free customer service number is 866-284-3611 and the toll-free fax number is 866-284-3610. The San Diego address for Augen Optics is 6020 Progressive Avenue, Suite 200, San Diego, California 92154. Jesus Manrique, Warehouse Operations Manager, will manage the facility and can be reached at 619-575-0697.

Questions about these changes should be directed to John Potocny, 415-827-5277.

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