

January 25, 2011

FOR IMMEDIATE RELEASE

Contact: Patricia Machado, Vice President, New Business Development
(866) 284-3611

GARTH CURTIS JOINS AUGEN OPTICS AS SALES DIRECTOR

SAN DIEGO, CA – Augen Optics has announced the addition of Garth Curtis as Sales Director of Augen Optics, reporting directly to Dr. Marco Machado, President of Augen Optics USA. Responsible for Augen product sales in the U.S. and Canada, Mr. Curtis is tasked with expanding business nationwide through wholesale and retail laboratory channels as well as National Accounts.

“We are especially pleased to add Garth Curtis to our growing company as he has demonstrated excellent sales and business capabilities both in corporate and start-up environments,” says Dr. Machado. “Garth brings excellent leadership skills and product knowledge to our sales team, which will enable us to strengthen our presence and sales efforts in the U.S. and Canada.”

Mr. Curtis has been in the optical industry for 24 years, starting as an Optician before advancing into sales and management for Carl Zeiss Vision and Pixel Optics.

Augen Optics is a manufacturer of patented High Definition single vision and Trinity® progressive lens designs, serving accounts in the U.S., Canada, Mexico and Brazil. Augen High Definition Lenses® feature advanced double aspheric technology that delivers wider, clearer, more natural vision, regardless of patient prescription.

For more information, contact Augen Optics at 866-284-3611 or visit the Augen website at www.augenoptics.com.