

# Bard Optical

65 Years Old

and

Never Felt Better

# Purchased in 1981

- One office business from Doctor Bard
- Long standing business



# Serving Illinois For Over 65 Years

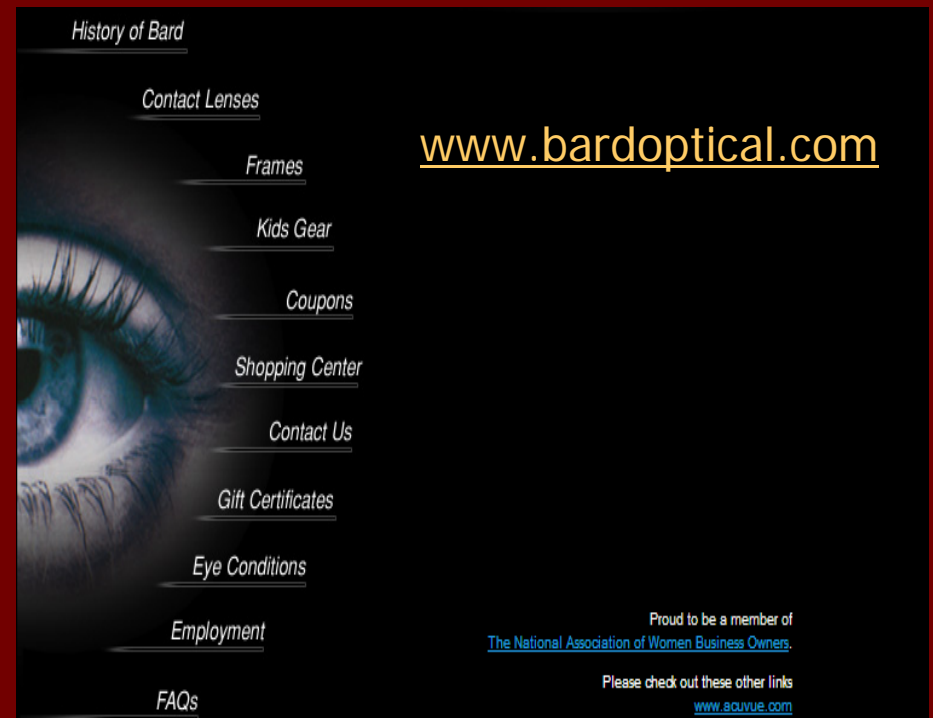


...And Still Growing!



# General Bard Optical Facts

- Communities range from small towns with less than 10,000 people to metropolitan areas with over 250,000 people
- 100% female owned
- 2008 was a record year with \$10 million in sales



# Progressive Vision Care Group

- Optometrists on staff in each location
- Trained Support Staff
- Full service Laboratory in our HQ building in Peoria, IL



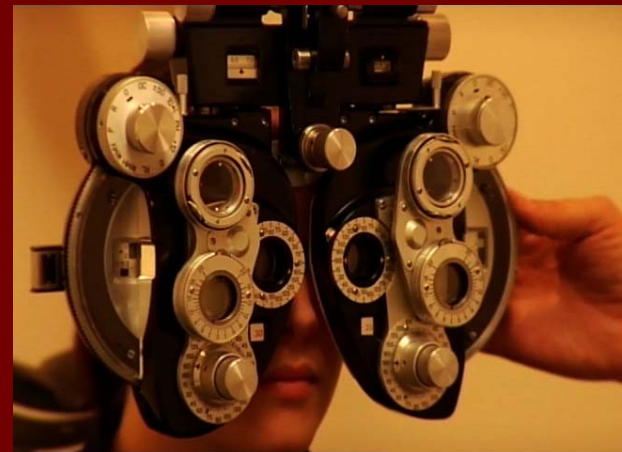
# Keeping Up with Technology

- All offices networked to home office with OfficeMate Suite
- ExamWriter is being added to our offices on continuous basis



# Walking the Fine Line

- Private Optometry and Commercial Optometry
- Increasing emphasis on Medical Optometry Business Model



# Strategies

- Provide most Professional Eyecare
- Highest Quality Eyewear
- Best Possible Value





# BARD OPTICAL

