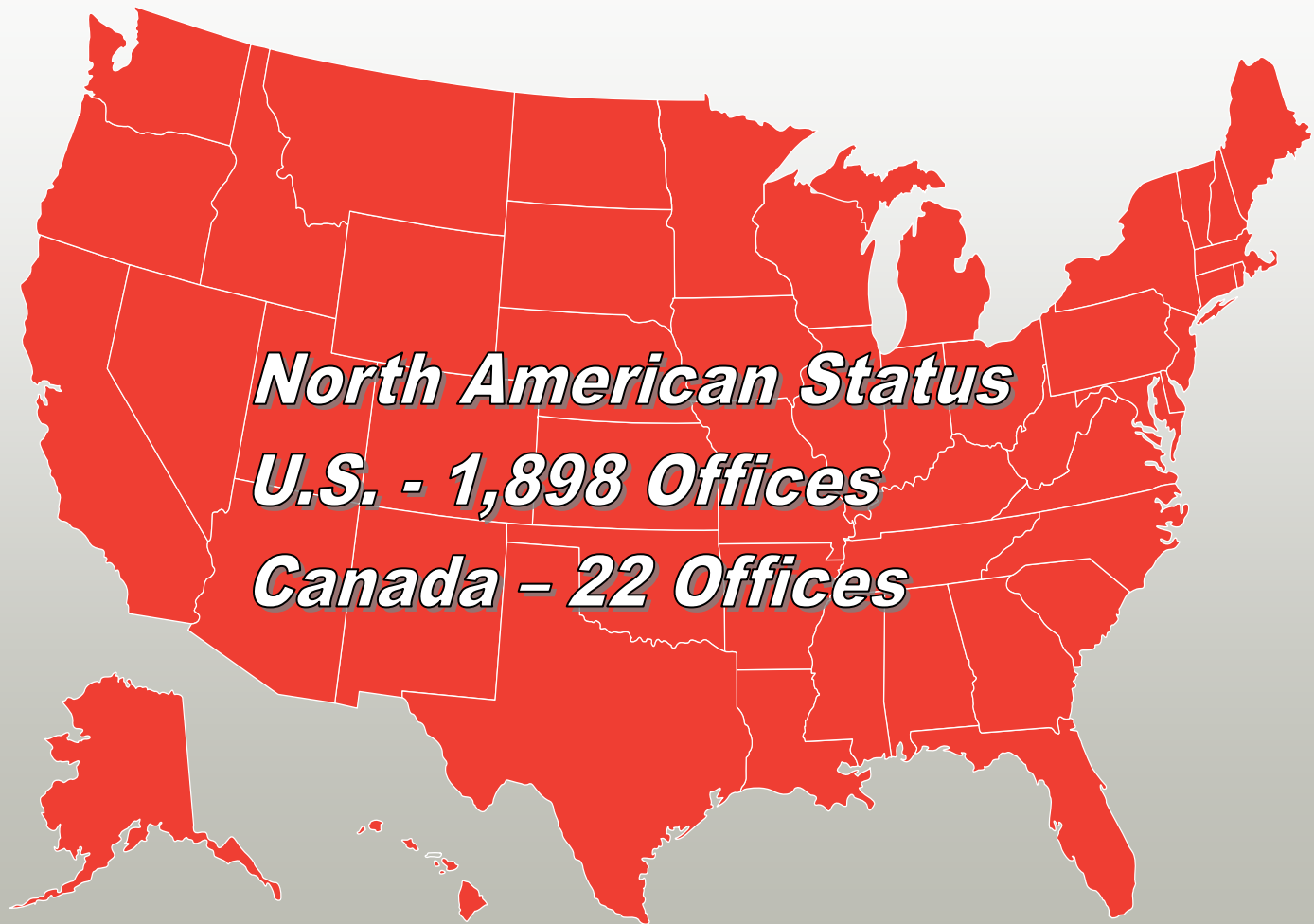




Vision Source![®]

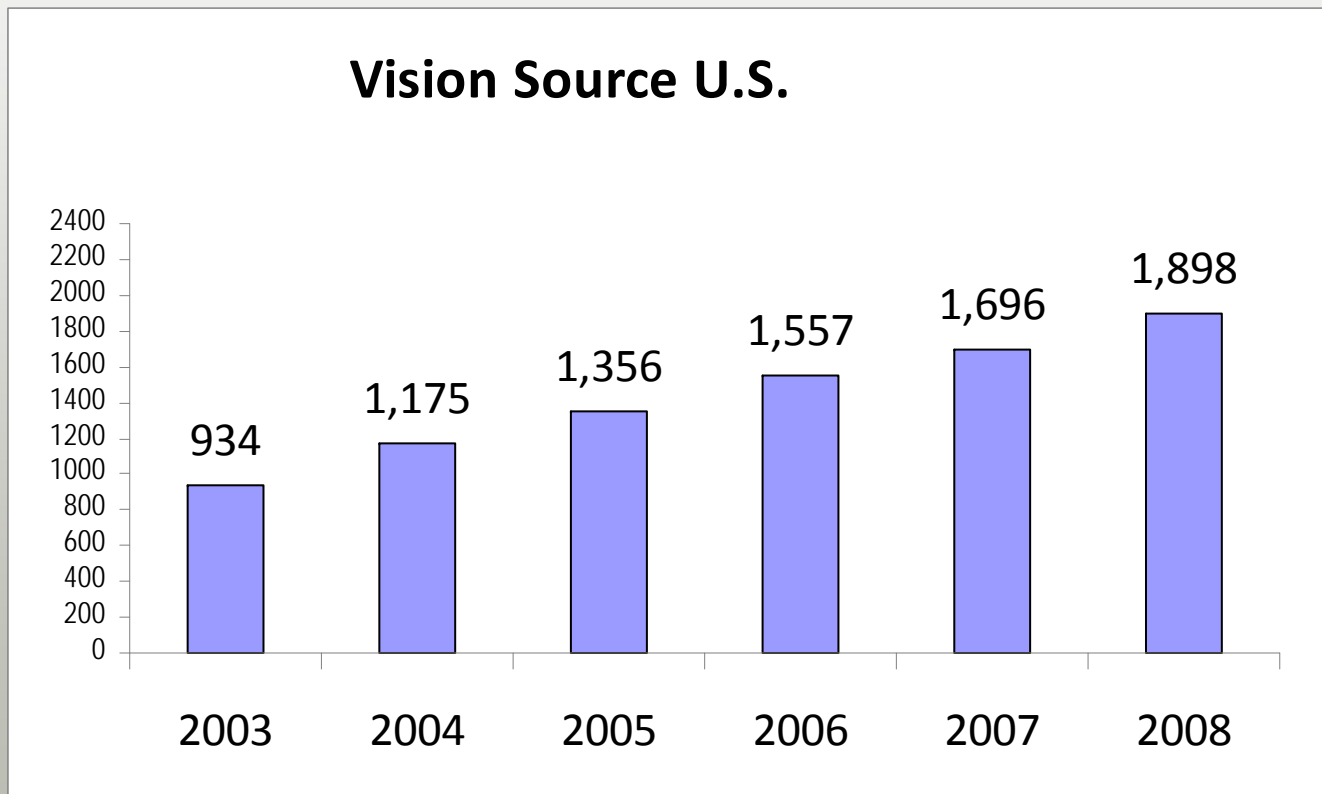
Who We Are

- Originated in Houston, Texas in 1991
- North America's largest network of over 1,900 independent optometric practices
- Over 4,000 independent doctors of optometry
- Currently in all fifty states and Canada
- Members profile – Successful, full scope practices
– Industry leaders



February, 2009

Growth and Development History



Quantity and Quality

- Quantity is important
 - Size of organization provides leverage, greater efficiencies, and resources

- Quality is CRITICAL
 - Leaders of the profession
 - Association leaders
 - Successful practices
 - Lecturers, advisory board members

\$1.3B in retail sales

- 3rd in the industry
- 1st in private practice

Our Market Approach

Vision Source provides the following benefits to independent Doctors of Optometry to allow them to be more successful in today's competitive eye care industry.

- Unmatched purchasing power
- Practice management concepts/programs
- Marketing opportunities
- **Ensure doctors maintain independence**
- Help practices grow and change
- *The Network's Focus*
Providing the patient with the best in vision eye care



The Concept: *Strength in Numbers*

To create a North American network of private practitioners who are philosophically and ethically aligned and provide them with competitive advantages that offer the opportunity for continued growth, profitability and ongoing practice success.

Organized Independence

Business Definition: *Not a Buying Group*

- Franchise because in 2/3 of states you must be categorized as a franchise group if you provide:
 - Purchasing Power
 - Practice Management Assistance
 - Practice Development Programs - “Marketing”
- Benefits of “Franchise” designation
- Member has protected territory

Vendor Partnerships

“The Vendor Relations Division will develop and secure strategic industry partnerships that provide our members with a competitive advantage in the ophthalmic marketplace.”

- Truly partner with manufacturers
- We move market share

Practice Development Tools

National Website:

visionsource.com

- 2 million hits/month
- Consumer portal:
 - Office locator
- Doctor portal
 - Vendor information
 - Chat board
 - Staff training



The screenshot shows the Vision Source! website homepage. At the top left is the Vision Source! logo. To its right is the text "Eye Health Examinations". Below the logo is a navigation bar with links: "ABOUT VISION SOURCE", "FIND A DOCTOR", "CAREER OPPORTUNITIES", "CONTACT US", and "LOG IN". The main content area features a large banner for "North America's Premier Network of Private Practice Optometrists" with a photo of a woman and a group of people. Below the banner is a welcome message and a list of services: "Comprehensive Eye Examinations", "Diagnosis and Treatment of Eye Diseases", and "Vision Correction with Eyeglasses and Contact Lenses". On the right side, there are three promotional boxes for "NIGHT & DAY", "CIBA Vision", and "TRUCLEAR". At the bottom, there is a footer with a navigation menu and copyright information.

Practice Development Tools

Office Websites:

- Linked from national website
- Free to members
- Practice information
- Eye health videos
- Online shopping



The screenshot shows the website for Vision Source! West Broward. The header includes the logo, navigation links (Home, Services, Doctors & Staff, Promotions, Hours & Directions, Appointments, Contact Us, Office Forms), and the date Monday, April 21, 2008. Below the header is a navigation bar with links for EyeCyclopedia and Giving Sight. The main content area features a welcome message to the Office of Vision Source of West Broward Optometrists, led by Jon S. Jacobs, O.D. A group photo of the staff is shown, along with the address: 1085 Sunset Strip, Sunrise, FL 33313, and phone number 954-581-5400. The text describes the practice's commitment to quality vision care and comprehensive eye examinations. A newsletter sign-up link is provided at the bottom of the main content area. The right sidebar contains promotional banners for NIGHT & DAY, CIBA VISIORS, TRANSITIONS, and DRY EYE. The footer includes a small navigation menu, copyright information for 2008, and a disclaimer.

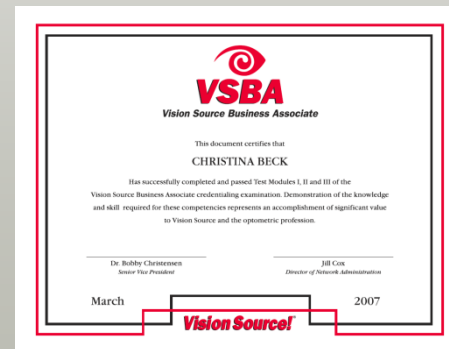
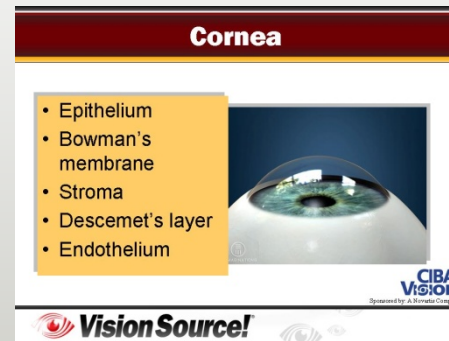
Professional Development

- M&BA
- Optos Academy
- Williams Group
- Billing & Coding Seminars-101 thru 401
- Ritz Carlton Legenday Service Program



Staff Development

- Online staff training
- VSBA Certification
 - Vision Source Business Associate
 - Training and testing in keys areas of practice management



It Happens At Meetings

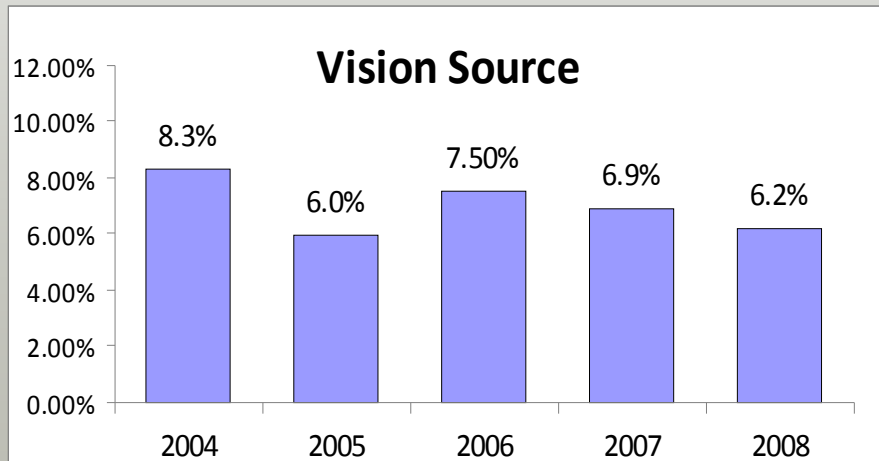
- In each market
- Regional meetings
- Leadership/Manager meetings
- North American Annual Meeting



Our Approach Works !

**Our Members grow faster
than the industry**

Same Store Growth



5 yr. Compounded Organic Growth: 39.3%

We have a 98% retention including:

- Office closures
- Practice sales
- Practice mergers
- Non renewals

Initiatives

- Stay true to our mission – bring more value to our members
- Pursue North American saturation
- Increase organic growth rate
- Focus on next generation optometrists
- Ensure continued success of private practice
- Provide best eye care in the world!