

HIGHLIGHT OF THIS ISSUE

iCoat at OptoWest 2009

iCoat would like to invite you to visit our **booth #523** at **OptoWest 2009** between **April 3rd** and **4th** in Indian Wells, CA.

There are a lot of very positive changes happening in the optical industry and a lot of exciting changes happening at iCoat. We invite you to stop by our booth and spend a few minutes discussing some of the new products and services we are offering this year. We're tailoring our business to help you be more profitable and to provide you with the best, most technologically advanced eye care products for your patients.

iCoat will be **giving away an iPod Nano** during the show. Please stop by our booth to enter the drawing.

For more information on iCoat products and services please visit us at www.icoatcompany.com.

Real Life Simulation Testing

In the Real Life Simulation test, replication of normal wear is attempted through a progression of three (3) tests. Results are based on a weighted average of craze, delamination, adhesion, haze gain and transmittance loss. The final index is plotted against industry baseline data to measure the overall performance of an AR lens. iCoat's AR lenses have demonstrated superior durability and have performed extremely well in the Real Life Simulation Test.

VISIT ICOAT BOOTH #523 AT OPTOWEST IN INDIAN WELLS, CA

iCoat Company
12020 Mora Drive
Santa Fe Springs, CA 90670
800.832.2628

Virginia Barela – iCoat Receptionist

When you call iCoat Company, most likely the friendly voice on the other end of the line is our receptionist, Virginia Barela.



Virginia has been with iCoat for over two years. She is a native Californian who is happily married, is a mother of four children and grandmother of six.

In addition to answering the phone Virginia helps with many other tasks. Her high energy and playful personality make her fun to talk to. Say "hello" to Virginia next time you call iCoat Company.

Education – a tip to strengthen your team

Many of you attend Continuing Education seminars and participate in the classes offered to strengthen your optical knowledge and to be up-to-date with the developments in the optical industry.

iCoat provides CE courses that you can take advantage of. Some of the iCoat sponsored CEs include 'Living the AR life', 'Segmenting AR Sales' and 'Reducing Glare'. You can either request a free copy of the CE education from iCoat or visit our website to download and print one.

iCoat would also be happy to arrange in-office seminars for your staff to help educate and strengthen their knowledge of today's Anti-Reflective coatings and ever expanding lens availability.

Upcoming Promotions at iCoat

iCoat is proud to announce the launch of two promotions – one with Younger Trilogy and the other with Zeiss GT2. Both the promotions will help you save money while your patients enjoy the advanced optical lenses from these well known brands.

You can earn a \$5.00 reward per pair for any Younger Trilogy lens or any Zeiss GT2 lens purchased between April 1, 2009 and June 30, 2009. Five \$5.00 rewards can be redeemed for a \$25.00 Gas Card. **All the qualified lens pairs purchased must be combined with iCoat's Stainless, Vivix or Ice coatings to be eligible for the promotion.** Please review the promotional flyers for more details on each promotion.

For additional information on the promotions, and to receive game cards for these programs please call iCoat customer service department at 800-832-2628.