

HIGHLIGHT OF THIS ISSUE

NUPOLAR PROMO

iCoat announces a promotion featuring Younger NuPolar lenses and iCoat premium Stainless AR lenses.

For every new pair of NuPolar lens ordered with iCoat's premium Stainless AR coating during the months of August, September and October 2009, you will earn up to \$10 towards a \$50.00 Visa Gift Card. Simply record five invoice numbers on the game card and mail it to iCoat for redemption. A \$50.00 Visa Gift Card will be mailed to you shortly after we receive and verify the completed game card.

For more information please contact our customer service department at 800.832.2628.

Vision Expo West 2009

International Vision Expo West 2009 will be held in Las Vegas from October 1st through October 3rd, 2009. iCoat would like to invite you to visit our booth #**20047** during the exhibit hours. iCoat will be giving away 3 iPod Touch during the show, so you can enjoy countless hours of movies, music and games. Entries will be accepted at the iCoat booth.

iCoat is also providing free registration for the Vision Expo West 2009 to its valuable customers. Please contact iCoat at info@icoatcompany.com or call at 800.832.2628 to receive your no charge registration form.



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

Enhanced new iCoat website

iCoat Company would like to invite you to browse our new enhanced website at www.icoatcompany.com.

Some new features on the website include improved search engine elements, a video tutorial on setting up RxWizard, and a message from iCoat President, Arman Bernardi.

You may also view iCoat newsletters, information on new promotions, continuing education, and details on our products and services. You can even place orders for marketing collateral, brochures and POS displays via the website.

Please remember to nominate iCoat Company's website during the "Website of the year" award nominations scheduled to be conducted by Jobson during the months of August and September 2009.

New lower pricing on Hoya and Seiko lenses

iCoat is now providing new lowered pricing on some of your favorite Hoya progressives and Seiko freeform lenses.

See the enclosed pricing and availability update on Hoya GP Wide, Summit CD and Summit ECP progressives, and Seiko Succeed and Superceed digitally surfaced lenses. All Hoya progressives and Seiko digital lenses are available with every iCoat AR lens treatment; however we recommend iCoat's premium Stainless AR coating for best optical clarity and comfort.

This is a great opportunity to save on some of your favorite products, so start ordering now.

Shamir Freeform – Autograph II

Just as every person has their own unique fingerprint, each patient also has their own distinctive optical measurements. With Autograph II digitally surfaced lenses patients can enjoy the clear vision that is digitally conformed to their prescription needs. The back surface design provides 20% wider fields of vision and precise optics to within 1/100th of a diopter.

Shamir Autograph® is the ultimate freeform progressive lens for patients with any lifestyle wanting the highest level of personalized optics available.

You can now take advantage of special package pricing for Autograph II digital lens combined with premium Stainless AR. For more information please contact iCoat customer service at 800.832.2628.