

HIGHLIGHT OF THIS ISSUE

Winners of Vision Expo West iPod Touch Drawing

iCoat would like to send a special thank you to everyone that stopped by our booth at the International Vision Expo West 2009 in Las Vegas. It was our pleasure to spend a few minutes with you discussing the many facets of the optical industry, especially your coating, surfacing and finishing needs. We hope we were able to answer all of your questions and give you some helpful insight regarding our products and services.

iCoat would also like to announce and congratulate the winners of the iPod touch drawings held for the Vision Expo this year.

Alicia Miles - Dr. Jeff Gonnason O.D.
Anchorage, AK
(Not pictured)

Dr. Alan Brodney
Century City Optometric
Los Angeles, CA



Dr. Timothy Huang - Pacific Eye Medical
Lancaster, CA

Thank you again for your interest in our products and services. We truly appreciate the opportunity to fulfill your optical needs. Please contact us at 800.832.2628 or email us at info@icoatcompany.com for more information on iCoat products and services.

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Stainless® Rewards Program – Now Running!!

Our popular “Stainless® Rewards Program” has started and all new Stainless orders are now going out with \$10 reward stickers. Collect and place the stickers on the game card and send it in to redeem your \$50.00 Visa gift card. There is no limit to the amount of gifts cards you can earn during the promotion. With the holidays approaching there is no better time to get your Free Visa cards. Increase your Stainless orders today and receive more Visa gift cards. The Stainless® Rewards Program will run until December 31st, 2009. Deadline for redemption is January 31st, 2010. Contact us at 800.832.2628 or email us at info@icoatcompany.com to get more information on the Stainless Rewards Program and to request a game card.

HURRY !! ... START ORDERING TODAY
SIGN UP FOR STAINLESS PROGRAM BEFORE NOVEMBER 10th AND RECEIVE ONE FREE \$10.00 STICKER TO START*

*** Offer valid only for iCoat accounts that are not signed up yet or if you open new account with iCoat before Nov. 10th, 2009. Call iCoat and mention the newsletter to get your FREE sticker.**

Sales Tip – Use Patient Recall Cards

Recall cards are a great tool to keep in touch with your patients and keep them coming back to you for all their eyecare needs. You can use recall cards to remind patients of their eye exam appointments and to promote your products, services and specialties.

The iCoat recall cards are customizable and available in packets of 50. Call us at 800.832.2628 to order free recall cards. You can also order by emailing us at info@icoatcompany.com.

Why ICE?

It is time to experience the fashion, form and function of ICE. As the winter approaches, sports fans look for fashionable polarized mirror lenses help them in their winter sports. iCoat's mirrors are popular with sports enthusiasts, particularly those participating in activities such as golf, skiing, snowboarding, hunting, fishing and hiking. When combined with various tinting options or even a polarized filter, iCoat's mirrors provide the best in sun and glare protection.

Ice mirror coatings from iCoat are designed for the hottest fashion with the coolest performance. Available in an assortment of fashionable reflective colors and densities, ICE is engineered to deliver a lens that satisfies the increasing demand for greater sun protection and guards against harmful high energy visible light. Ice is guaranteed for 1 year against cracking, crazing, peeling or scratching.