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**HAPPY HOLIDAYS AND
A HAPPY NEW YEAR**

As this year ends, iCoat would like to extend our gratitude for your support and thank you for being a valued customer.

We wish you and your family a happy holiday season and a new year of joy, peace and prosperity.

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 information on iCoat products and services. Also visit our website at www.icoatcompany.com.

**Sales Tip:
Demonstrate "Cleanability"**

Premium AR lenses of today have superior anti-static properties and enhanced ease of cleaning unlike AR lenses of the past. Cleanability has been a major consumer complaint for AR lenses. iCoat's premium AR lenses answer this concern by providing AR lenses that are anti-static, hydrophobic and super oleophobic. They are not only easy to clean but also stay cleaner longer.

Demonstrate the "Cleanability" feature of the iCoat's premium AR lenses by doing a fingerprint test with an AR coated lens versus a lens with no AR coating. You can also use a post-it note to demonstrate the slipperiness of iCoat's premium AR lenses. Post-it note will stick to an uncoated lens but not to a Stainless AR lens.

To order a sample of iCoat's premium AR lenses: Stainless and Vivix, please contact our customer service department at 800.832.2628.

iCoat Company
12020 Mora Drive
Santa Fe Springs, CA 90670
800.832.2628
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Stainless® Rewards Program – Ending Soon!!

iCoat's annual Stainless Rewards Program will come to an end in a few more weeks. Order Stainless AR coatings now to receive more \$10 rewards stickers. Collect and place the stickers on the game card and send it in to redeem your \$50.00 Visa gift card before the redemption deadline. 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. 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.

Only 30 days left! Order now!

iCoat encourages Online Ordering

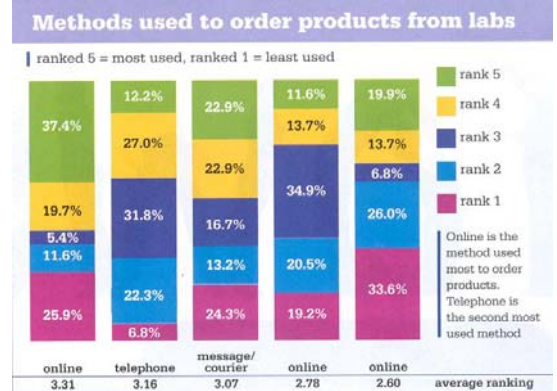
Per a survey conducted by Jobson Optical Research in 2009, more customers are starting to place their orders online. Online ordering is ranked the most used method for ordering optical prescriptions followed by telephone, according to the research results.

Online ordering not only makes the ordering process faster but also minimizes the chances of errors. It makes the ordering process easier and hassle free, and enables you to check up-to-date status on your orders.

iCoat encourages you to place your orders online. You can order online from iCoat using one of the following online ordering tools:

1. RxWizard
2. Vision Web

For questions on online ordering or to receive information on how to sign up with one or more of the online ordering tools mentioned above, please contact iCoat customer service department at 800.832.2628 or drop us an email at info@icoatcompany.com.



Source: Jobson Optical Research – 20/20's 2009 Lab Survey