

**HIGHLIGHT OF THIS ISSUE****WIDE RANGE OF STOCK LENSES**

Start ordering your stock lenses from iCoat today and save big. You can order a single pair of premium stock lenses that offer great value or order your lenses through a preselected stock lens inventory (Stock Kit) of popular powers or even mix and match your lenses that you need the most. You can order lenses of your choice in CR39, Polycarbonate, Transitions, Hi-Index 1.60 and Hi-Index 1.67.

With each Stock Kit order you will also receive free microfiber cleaning cloths, cleaning solutions for AR lenses and POP display to demonstrate the premium AR products to you customers.

iCoat Company is offering up to 30% discount on the Stock Kit Lens Packages of 50 pairs or more. Hurry and order now as the offer expires February 28<sup>th</sup>, 2010.

**Visit Our Website**

With growing number of valuable customers visiting iCoat website everyday, iCoat continuously works on getting the best, most updated information to you via our improved website.

You can find the latest newsletters, information about the upcoming events and educational information including but not limited to CE courses, eye health topics, and other optical website proving the CE education.

We recommend you to visit our website daily to keep yourself updated with information on iCoat products and services and spend some time on the Fun section of the website to get your mind mesmerized with some of the most entertaining optical illusions.

iCoat Company  
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**Hit your goals for “Get Going” Program**

The “Get Going” promotion allows you to earn 20% off your net invoice amounts over the baseline average sales. Any incremental business over the baseline qualifies for **20% discount**. At the end of the month, iCoat will send you a check for the discount. Hurry, this order is only valid for until February 28, 2010.

iCoat would like to suggest some great ways to help you exceed your target sales goals and help you save some money by providing you 20% discounts. Ordering more “**Premium AR Coatings**” is one way to boost your sales numbers. Ordering “**Premium Lenses**” such as Transitions, Polarized, Hi-Index or Freeform lenses can also help you can see an exponential increase in your sales. And finally combining your **Premium Lenses** with the **Premium AR** along with **Finishing Services** can just be phenomenal. Another fast and effective way to ensure you hit your target is by ordering “**Stock Kit**” packages from iCoat. Stock Kit packages provide you with double savings, a 30% discount on the Stock Kit package plus an additional 20% discount on the increased sales over your baseline.

Start employing above mentioned tips to achieve your target sales goals sooner and save by earning 20% discount on sales over your monthly average baseline.

If you have any questions or need more tips to increase your sales dollars please call our customer service department at 800.832.2628.

**iCoat’s Fast Turnaround Times**

The most frequently asked question for new iCoat customers is, “I need my lenses quickly. What is your turn around time?” iCoat has developed systems over the years that enable us to process and ship most of your orders within 24 hours, including jobs with Stainless premium anti-reflective coating.

In addition, by using online ordering portals such as Rx Wizard, Eyefinity and Vision Web your orders are in production as soon as you transmit them. You can also track your orders online and see the status and keep your customers updated. The production lines at iCoat have been optimized using Critical Path Method to process your jobs faster.

iCoat also utilizes various couriers in addition to many other shipping services such as FedEx and UPS to ship your jobs on time, daily. iCoat also operates 24 hours a day, 7 days a week to ensure that there are no delays in processing your order and we have them at your doorstep as soon as possible.