

OCTOBER 2008

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**HIGHLIGHT OF THIS ISSUE**

**Stainless Rewards Program**

Due to the ever increasing demand and your positive feedback regarding our past “**Stainless Rewards Program**”, iCoat is happy to announce the program dates for the 2008 Stainless Rewards Program. \$10.00 Stainless Rewards Stickers will begin to go out with every new full priced Stainless job on **October 1<sup>st</sup>, 2008**.

5 Stainless Rewards Stickers can be redeemed for one **\$50.00 Visa Gift Card**. And there is no limit to the amount of Visa Gift Cards you can earn. The Stainless Rewards Program ends December 31<sup>st</sup>, 2008 and all redemptions must be postmarked no later than January 31<sup>st</sup>, 2009.

For details and information on the program and to receive the game card on the promotion, please call the iCoat Company at **800.832.2628**.

**NuPolar and Drivewear Gas Promo**

iCoat is also proud to announce the NuPolar and Drivewear gas promotion. You can earn 2 points for Single Vision, 3 points for Flat Top and 5 points for Image Progressive towards a \$25.00 Gas Card.

The Gas Up with Drivewear and NuPolar program begins October 1<sup>st</sup> and runs through December 31<sup>st</sup>, 2008. Reimbursements for this promotion must be received at iCoat by January 31, 2009.

You can choose from Mobil or Chevron gas cards.

**VISIT OUR BOOTH LP8051  
AT VISION EXPO WEST 2008  
IN LAS VEGAS**

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

**Allison Igawa – Operations Manager**



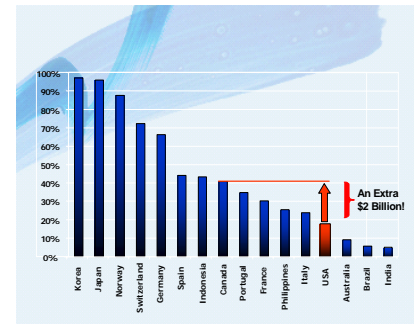
Allison Igawa has been operations manager at iCoat since she joined the company in 1996.

Allison has seen iCoat grow from a small 300 jobs per day coating facility to an international supplier of coatings, lenses and thin film technology processing in excess of 35,000 jobs per week. Allison sees the percentage of AR coatings continuing to grow as more and more people embrace premium coatings that last and perform. “Being open 24 hours a day 7 days a week really helps us to expedite orders” according to Allison. When not at work, Allison enjoys spending time with her husband and 3 boys traveling, cooking and watching the Lakers.

**Sales Tip – AR Lenses or AR Coating?**

It is a well publicized fact that AR sales in the US are far below other countries. One of the reasons for this is that in many countries; such as Japan, AR is included on every pair of lenses.

Consider selling AR lenses, your patients will see better and your revenues will increase.



**RxWizard – Online Ordering and Tracking**

Are you connected to iCoat with Rx Wizard? If not consider the benefits of the Rx Wizard online ordering system: (See below for some of the benefits)

1. You can check the status of all of your jobs at iCoat.
2. You can order your jobs at any time of day or night.
3. Your orders are accurately transmitted to iCoat, there is no miscommunication with someone over the phone or a blurry fax which may be difficult to read.
4. There is a reports function so you can view your all of your jobs ordered and analyze the mix of products and materials as well as the processing time of each order.

Here’s how to get connected to Rx Wizard:

1. Contact customer service and request Rx Wizard.
2. Larry Wickline iCoat’s Rx Wizard specialist will contact you to begin the set up which usually takes only 20 minutes.
3. The set up requires a Windows computer connected to the internet.