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Shamir Introduces Creation™ 1.67

Freeform Optics™ now available in hi-index.

Starting October 9th, 2006 ECP's can begin dispensing Shamir Creation™ in SuperLite™ 1.67.

“Creation and SuperLite 1.67 provide patients with the next advancement in premium progressive lenses; the combination of Creation and 1.67 produce a lens that is optically and cosmetically superior to others available on the market,” said Hilaire van der Veen, President.

Released in March, Shamir Creation® is the latest lens to come from Shamir Insight, Inc. Developed with patented Freeform Technology®, Creation provides up to six times more resolution than standard cast PALs. Freeform Technology bypasses ceramic molds by creating digital molds; replicating the lens design with up to 1/100 diopters of accuracy. Shamir Creation, available in 20% more base curves than the leading competitor, allows for superior optical quality in a flatter and thinner lens (up to 40% flatter).

SuperLite's 1.67 formula based on Shamir's proprietary monomer formula, allows for the creation of fully aspheric, asymmetric lenses. The outcome is a lens 30% thinner and lighter than traditional lenses. Ideal for drill-mount lenses, SuperLite™ 1.67 has tensile strength of 107 MPa; and its durability and capability of withstanding high temperatures enables premium coating and tinting.

Together Shamir Creation™ and SuperLite™ 1.67 offer patients an advanced technological design available in the highest quality material, creating superior optics in a single lens.

“As we continue to make advancements in lens design, it is our goal to provide each lens in an equally advanced material. Providing Creation, which utilizes our patented Freeform Technology, in 1.67, we are providing ECP’s with the most technologically advanced lenses,” said Raanan Naftalovich, CEO.

Creation™ 1.67 gives ECP’s more chances to cash-in on Shamir’s “167,000 Reason\$ to go SuperLite™” promotion! For each pair of 1.67 lenses dispensed, the ECP will receive one additional entry to win \$1,000, the more Shamir SuperLite 1.67 lenses an ECP dispenses the greater the chances of winning. To learn more about Shamir’s “167,000 Reason\$ to go SuperLite” or to register for the promotion please visit www.167superlite.com.

Shamir Insight Inc., headquartered in San Diego, Calif., was established in 1997. Serving as the American distribution center for Shamir Optical Industries, Shamir Insight specializes in the marketing of premium progressive and occupational lenses and distributes the extensive product line through Shamir’s ReCreating Perfect Vision® partnering optical laboratories. Shamir Insight’s national Account Executives are ABO-accredited speakers who present educational seminars to eyecare professionals across the United States. Shamir is a member of Vision Council of America and the Optical Laboratories Association, and supports VCA’s Check Yearly. See Clearly® program. For more information about Shamir Insight, Inc. and our products please visit us online at www.shamirlens.com.

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