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RELEASE DATE: APRIL 6, 2009

## Vision Expo East Wrap-Up

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*Shamir educates VEE attendees with a touch of humor, creativity and technology.*

**San Diego, CA – April 6, 2009** – Vision Expo East proved to be successful for Shamir, with steady foot traffic and an eagerness to learn from show attendees. Shamir provided attendees with an educational experience and innovative promotion.

For all attendees stopping by Shamir's booth, a little fun and humor were in store with the video, "The Magical World of ReCreating Perfect Vision®"; which led attendees on an educational, animated journey hosted by Shamir's animated character, Mr. Progresso. The video provided a brief overview of Shamir's semi-finished and Freeform® progressive designs as well as information about their proprietary technology utilized to design each of their products, EyePoint Technology®.

"Delivering our message in this format allowed us not only to educate the audience, but to do it in a non-traditional way that got their attention, got them involved and allowed them to have fun. The goal was to continue to provide the attendees with key information without overloading them; our video and promotion tied our message together seamlessly in a simple manor," said Matt Lytle, VP of Marketing. For individuals interested in seeing Shamir's VEE video it can be viewed online at [www.youtube.com/shamirinsight](http://www.youtube.com/shamirinsight).

After attendees participated in Shamir's presentation, they took part in Shamir's "Become the Design Inside" photo booth to have their picture taken and be entered in to Shamir's daily prize drawings. Attendees pictures were taken for Shamir's EyePoint Technology® - "the Design Inside" photo collage, which Shamir intends to use in future advertisements.

**Page 2 of 2**  
**Vision Expo East Wrap-Up**

Drawings were held two times each day, the first for an 8 Mega Pixel Olympus Digital Camera and the second for a 15" Dell Laptop, equipped with Intel's Core™ 2 Duo processor. Winners of each raffle are listed below.

<b>Date</b>	<b>Olympus Digital Camera Winner</b>	<b>Dell Laptop Winner</b>
March 27 <sup>th</sup>	Stan Gusciora, <b>Eye First Vision Center</b>	Jeremy Ways, <b>Joel P. Ways</b> , Sharon, PA
March 28 <sup>th</sup>	Marilyn Barnell, <b>Marilyn Barnell</b> , New York, NY	Heidi Heim, <b>Rebman Eyecare</b> , Elizabethtown, PA
March 29 <sup>th</sup>	David Gurian, <b>Gurian Hearing</b> , W. Caldwell, NJ	Gary Davidson, <b>N. Jersey Eye Associates</b> , Clifton, NJ

Shamir Insight, Inc., is a fully owned subsidiary of Shamir Optical Industry, Ltd., an Israel-based, public company (NASDAQ: SHMR), which is engaged in the development, design and manufacture of premium progressive lenses and molds for the ophthalmic industry. Serving as the Sales & Marketing center for the USA, Canada, Central /South America and Mexico, Shamir Insight specializes in the marketing of premium progressive lenses under product brand names such as Shamir Autograph®, Shamir Creation®, Shamir Piccolo®, Shamir Attitude®, Shamir Genesis™ and Shamir Office™, the industry's leading occupational lens. Exclusively designed with proprietary, patented EyePoint Technology®, a groundbreaking software program that utilizes ray-tracing to compute optical properties and simulate human vision, this extensive product line is distributed through a network of over 300 Shamir ReCreating Perfect Vision® partnering optical laboratories. Shamir Insight employs a large national sales force of Account Executives, many of whom are ABO-accredited educators who speak on a variety of optical topics to Eye Care Professionals. Shamir Insight is a member of Vision Council of America (VCA) and the Optical Laboratories Association (OLA) and supports VCA's Check Yearly See Clearly® program. The company was established in 1997 and is headquartered in San Diego, CA.

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