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## **Another Award Nod for Shamir Ad Campaign**

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### ***Shamir's "Keeping Your Attention" ad campaign recognized as CEBA Award finalist***

San Diego, CA – August 12, 2009 –Shamir Insight, Inc. is nominated for another creative award for their ***"Keeping Your Attention"*** ad campaign. The campaign, which began running in May of 2008, is geared towards Opticians, utilizing non-traditional imagery and copy to keep the reader's attention. On August 5<sup>th</sup>, Shamir was notified by the judges of the Creative Excellence in Business Advertising (CEBA) Awards that their ***"Keeping Your Attention"*** campaign had been nominated as one of 39 finalists.

The CEBA Awards, presented by American Business Media, recognizes the top business-to-business advertising campaigns. The competition consists of a total of 14 categories; Shamir is nominated in the Single Ad – Spread or Larger category along with advertisers ... and .... The winner of each category will be eligible for the Grand CEBA Award; a cash prize of \$25,000.

In 2008, Shamir won the CEBA award for the ***"In the Office: Autoreply"*** campaign in the same category. Shamir's "Keeping Your Attention" campaign showcases various images (memorative/moments) images including the Growing Deficit, Adam and Eve, a European Streaker and more all linked to Shamir's line of premium progressive lens products.

"It's a great honor to be nominated for a CEBA award a second year in a row. We are very proud of the unique tone that our advertising and collateral has taken. Our in-house team is up against stiff competition such as: Ogilvy & Mathers, Carmichael Lynch, Google, IBM and Condé Nast; it's an honor to share the nomination with these well respected firms," added Lytle.

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The winners of the 14<sup>th</sup> Annual CEBA Awards will be announced in the October 12<sup>th</sup> issue of Adweek and Brandweek.

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<sup>®</sup>, Shamir Creation<sup>®</sup>, Shamir Piccolo<sup>®</sup>, Shamir Attitude<sup>®</sup>, Shamir Genesis<sup>™</sup> and Shamir Office<sup>™</sup>, the industry's leading occupational lens. Exclusively designed with proprietary, patented EyePoint Technology<sup>®</sup>, 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<sup>®</sup> 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<sup>®</sup> program. The company was established in 1997 and is headquartered in San Diego, CA.

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