



Media Contact:
Samantha Jenkins
Marketing Coordinator
877-514-8330
sjenkins@shamirlens.com

RELEASE DATE: FEBRUARY 26, 2010

Shamir Announces the “Show Us Your Shamir Pride” Winner

Shamir wraps up their latest promotion with great success.

San Diego, CA – February 26, 2010 – Shamir’s “Show Us Your Shamir Pride” promotion, which ran from July 1st to December 31st 2009, gave all eligible Eye Care Professionals the opportunity to win \$1,000 in Visa Gift Cards. By placing a Shamir brochure stand in their office and submitting a picture of their office staff with their new stand, a practice was entered into Shamir’s “**Show Us Your Shamir Pride**” raffle.

On January 15, 2010, Shamir held a raffle to select the winner of the promotion. **John Paul Matthews, OD of San Angelo, TX** was picked as the winning practice and recipient of the \$1,000 in Visa Gift Cards. Shamir counted a total of over 900 practices that participated in the promotion.

Dr. John Paul Matthews has been in practice for 30 years and is affiliated with the Texas Optometric Association as well as the American Optometric Association. Accepting the award on behalf of the practice was Ron Powers, who has worked with Dr. Matthews for five years as a dispenser and lab manager. When presented with their award, Ron Powers said, "I never win anything - this is great!"

“This promotion was very successful for Shamir. We had over 900 participants not only display Shamir’s Brochure Stand in their practices, but who were also eager to send in pictures of their staff posing with the stand. Our goal with this promotion was to get the word out about Shamir’s newest P.O.P display and with the continuous requests coming in for the displays, we definitely gained traction with this promotion,” said Matt Lytle, VP of Marketing.

Shamir Announces the “Show Us Your Shamir Pride” Winner

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.

###

©2010 Shamir Insight Inc. All rights reserved. Shamir Insight, Inc. is a subsidiary of Shamir Optical Industries. Shamir Office and Genesis are trademarks of Shamir Insight, Inc. ReCreating Perfect Vision, Shamir Creation, Shamir Piccolo, Shamir Attitude, Shamir Autograph, Freeform Lens Technology and EyePoint Technology are registered trademarks of Shamir Insight, Inc.