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Imperial Optical, Inc. Unveils New Logo

ROUSES POINT, NY—January 24, 2005—Imperial Optical, Inc., the largest independent contact lens distributor in North America, today officially unveiled its new corporate logo. The new logo will replace the company's pyramid-shaped logo on all official company documents and corporate materials.

Samir Gad, Imperial Optical's President and C.E.O. said, "We are very excited about our new corporate logo. The new Imperial Optical logo, a graphic depiction of an eye encircled by an O, better represents who we are (I.O. – Imperial Optical) and the niche market we serve (eyecare, optical, contact lenses)."

"We decided to commission a change in the design of our company's logo in order to support our efforts to promote the Imperial Optical brand as the one-stop contact lens distributor of choice among eyecare professionals based on superior service, selection and savings. While we have a fresh new look after 15 years of business, I want to reassure the eyecare community that our commitment to being the premier low-cost, value-added contact lens distributor remains very much intact," Gad concluded.

Imperial Optical, Inc., founded in 1989, is the largest independent wholesale contact lens distributor in North America specifically focused on providing eyecare professionals with one-stop access to a superior selection of value-priced, top quality, branded contact lenses and a commitment to customer service known throughout the industry as the "Imperial Advantage." To learn more about Imperial Optical, Inc., the "Imperial Advantage" or how to become an Imperial Optical Strategic Partner, visit www.imperialoptical.com.

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