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Imperial Optical, Inc. Partners with Wolf Bioscience to Develop ECP WebSolutions

Rouses Point, NY—February 10, 2005—Imperial Optical, Inc., the leading independent wholesale contact lens distributor in North America, has entered into an agreement in principle with Wolf Bioscience (WBS), a practice management and health care IT consulting firm, to develop ECP WebSolutions.

ECP WebSolutions will give independent eyecare practices a fully customized website with the ability to offer their contact lens patients the convenience of online or toll-free phone ordering of contact lenses 24 hours a day, 365 days a year. ECP WebSolutions will be powered by Wolf Bioscience's highly reliable PatientWire® technology.

Samir Gad, Imperial Optical's President and C.E.O. commented: "We have made a significant investment in this project because we know that in order to grow our business, we need to provide our strategic partners the tools to grow their contact lens practices. ECP WebSolutions will give eyecare providers a fully-customized website complete with an integrated online store to better meet the increasing consumer demand for a trusted, secure and convenient source of replacement contact lenses online."

David Pearce, Imperial's Marketing Manager said, "Every three seconds there is an online search for an eyecare provider-related product or service. According to a recent survey of our practitioner base, only one in three had a website. Fewer than one in ten offered their patients the convenience of ordering their contacts online."

"We asked eyecare providers what their most pressing concerns were when it came to their contact lens practice. The overwhelming response was loss of patients to online contact lens retailers. ECP WebSolutions will provide independent eyecare

practitioners a tool to gain access to the 110 million online searchers in the U.S., grow their practice and provide their patients the option of ordering their replacement lenses online,” Pearce added.

Gad concluded, “We chose WBS to develop ECP WebSolutions for us because of their solid understanding of the business requirements for a successful eyecare practice in today’s competitive environment.”

Dr. Adam W. Farkas, MD, MBA, is President and C.E.O. of Wolf Bioscience and has extensive knowledge of software development for the medical community. Dr. Paul Farkas, MS, OD, FAAO, (and father of Dr. Adam Farkas), is Wolf Bioscience’s Vice President of Professional Relations. Dr. Farkas has over 40 years’ experience in optometry and is a founding partner of Farkas, Kassalow and Resnick, one of the largest specialty optometric practices in the United States.

Imperial Optical expects ECP WebSolutions to become available to eyecare providers throughout the U.S. by mid-March, 2005. To learn more about ECP WebSolutions, contact David Pearce at 800-367-8422.

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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