



Contact: David M. Pearce
Marketing Manager
Imperial Optical, Inc.
1 Lincoln Boulevard
Rouses Point, NY 12979
Phone: 518-297-2511
Fax: 518-297-3709

Email: dpearce@imperialoptical.com

Imperial Optical, Inc. Welcomes Dr. Paul Berman, O.D., F.A.A.O., as the 5000th Eyecare Practitioner to Join the Imperial Optical Strategic Partner Network

Imperial Optical/Dr. Paul Berman Scholarship Fund established

Rouses Point, NY—March 7, 2005—Imperial Optical, Inc., the leading independent wholesale contact lens distributor in North America, welcomes Dr. Paul Berman, O.D., F.A.A.O., practicing in Hackensack, NJ, as the 5000th eyecare practitioner to join the Imperial Optical strategic partner network. To commemorate this landmark achievement, Imperial Optical has established the Imperial Optical/Dr. Paul Berman Scholarship Fund at the SUNY College of Optometry.

Samir Gad, Imperial Optical's President and C.E.O. said, "Imperial Optical is very pleased to welcome Dr. Paul Berman into our network of eyecare providers. Welcoming our 5000th strategic partner is a testimony to our vision to become the one-stop contact lens distributor of choice for eyecare providers who demand superior service and value-added support, a wide selection of branded contact lenses from all the major manufacturers, and superior savings."

Dr. Paul Berman, O.D., F.A.A.O., has been providing vision care services in the New York/New Jersey/Connecticut tri-state area for more than 20 years. Dr. Berman specializes in vision therapy for learning-related visual problems, ocular discomfort, and performance problems related to reading, computers and sports. He is the Team Optometrist for the New Jersey Devils of the NHL and the Senior Global Clinical Advisor and Founder of Special Olympics Lions Clubs International Opening Eyes, a program serving the visual needs of people with intellectual disabilities.

"As a former faculty member of the SUNY College of Optometry, I am honored to be associated with the Imperial Optical/Dr. Paul Berman Scholarship fund. When

Imperial told me that I was the 5000th eyecare practitioner to join their strategic partner network and that they would be creating a scholarship to commemorate the occasion, I thought to myself – what a nice gesture,” said Dr. Berman. “Imperial has demonstrated to me that they are interested in building relationships and taking an active role in helping their strategic partners become more successful instead of just selling them contact lenses.”

The Imperial Optical/Dr. Paul Berman Scholarship has been established with the SUNY College of Optometry scholarship foundation. The scholarship will be a \$1000 award to a fourth-year optometry student beginning in 2005 and expiring in 2009; for a total of \$5000 over five years. Ann Warwick, SUNY College of Optometry’s Vice President for Institutional Advancement said, “We are very grateful for the generous offer from Imperial Optical and Dr. Paul Berman, O.D., F.A.A.O. to support a much needed scholarship.”

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.

-- End --