



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](mailto:dpearce@imperialoptical.com)

## **Imperial Optical, Inc. Launches ECP WebSolutions™**

Rouses Point, NY—May 2, 2005—Imperial Optical, Inc., the leading independent wholesale contact lens distributor in North America, has officially launched its ECP WebSolutions to provide independent eyecare practitioners with a vehicle to meet the growing patient demand for the convenience online ordering offers for their replacement contact lens needs.

ECP WebSolutions gives 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 is powered by Wolf Bioscience's highly reliable PatientWire® technology.

David Pearce, Imperial's Marketing Manager said, "ECP WebSolutions gives independent eyecare providers the power to improve contact lens patient retention, increase patient satisfaction and meet the growing demand for the convenience that online ordering offers consumers of all types."

"While Imperial Optical is not the first to offer eyecare practitioners a tool to meet this growing demand, our ECP WebSolutions is powered by the industry-leading PatientWire technology and also offers practitioners an automated, toll-free telephone reordering service to meet the needs of those patients who are less comfortable with placing an order online," Pearce added.

"Whether independent ECPs need just the online e-commerce module or an entire brand new customized website with both e-commerce and phone-commerce capabilities, there are no up-front development fees. We have absorbed the development costs to make ECP WebSolutions as economical as possible. For a minimal monthly hosting fee of only \$49 per month, ECPs can stop the mass

defection of their contact lens patients to discount online providers, while at the same time distinguish their practice from that of their less savvy competitors,” Pearce concluded.

ECP WebSolutions also offers eyecare practitioners the means to improve cash flow. Patients pay for their ordered contact lenses upfront on their credit cards, at prices set by the individual practices. This means practitioners do not have to outlay any cash to cover the cost of the lenses and in fact, get money back for each order. Credit memos will be issued to account holders to offset offline contact lens purchases, reducing practice payables even further.

To learn more about ECP WebSolutions, visit [www.ecpwebsolutions.com](http://www.ecpwebsolutions.com) or contact David Pearce at 888-254-5367. The ECP WebSolutions website has downloadable terms and conditions, a pre-activation checklist, a link to a sample ECP website and demos of both the phone and e-commerce functions. Imperial Optical staff will walk ECPs and their key staff through the set-up process and provide the training necessary to make ECP WebSolutions an indispensable asset to bolster their contact lens practices.

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](http://www.imperialoptical.com).

-- End --