



News Release

Note: Photos available upon request.

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Superior Vision Names Kirk Rothrock President

RANCHO CORDOVA, CA, (April 1, 2013) – [Superior Vision](http://www.superiorvision.com), a leader in managed vision care, has appointed Kirk Rothrock as President. Rick Corbett will remain CEO of the company.

"Superior Vision has maintained steady growth over the past several years and is well positioned to continue on this path in 2013 and beyond," said Rick Corbett, CEO, Superior Vision. "Kirk is an outstanding addition to our executive team as we continue to grow."

"The landscape of the vision industry has become more complex and competitive," continued Corbett. "Kirk brings to us a wealth of experience and depth that will ensure our leadership position and success for many years to come."

Rothrock will manage the day-to-day implementation of the company's overall operations, while Corbett focuses on strategic initiatives and strategic relationships.

Rothrock brings with him more than 25 years of expertise in the health care marketplace, most recently as President and CEO of Sentient Medical Systems. Sentient is a leading national provider of outsourced intraoperative neuromonitoring solutions to hospitals and other healthcare facilities. Rothrock's previous positions include Chairman and CEO of CompBenefits, a leading vision and dental benefits provider, and Senior Vice President of Ancillary Products at Humana.

"I am excited to join a successful, industry-leading team that focuses on outstanding service," said Rothrock. "I am looking forward to working with

the team to build on their impressive record and to help the company continue to grow and succeed in a rapidly changing, competitive regulatory environment.”

For more information about Superior Vision’s vision benefits plans, please visit www.superiorvision.com or call 800-507-3800.

About Superior Vision

Superior Vision, headquartered in Rancho Cordova, California, has been a leader in the managed vision care benefits market since 1993. Superior Vision provides vision plans in a variety of sectors – including public, private, education, and associations – across a variety of industries. With an unrivaled provider network of ophthalmologists, optometrists, opticians, and optical retail chain locations, and award-winning customer service, our members are our mission and highest priority. For more information, visit Superior Vision online at www.superiorvision.com.

Superior Vision’s new social media presence can be found at:

Facebook: <http://www.facebook.com/SuperiorVisionServices>

Twitter: http://twitter.com/#!/superior_vision

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