



SUPERIOR VISION

See yourself healthy.

News Release

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Superior Vision Launches New Brand and Visual Identity

Merger with Block Vision Creates Impetus for Redefining Company Image, Solutions, and Culture

RANCHO CORDOVA, CA, (February 3, 2014) – [Superior Vision](#) today unveiled its new name, logo, tagline, and overall visual identity following its [recent merger](#) with [Block Vision](#). Maintaining the name Superior Vision, the new brand reflects the company's strategic focus and cultural foundation as it becomes a leader in delivering vision and eye health solutions.

The new brand speaks to a mission and philosophy that will guide Superior Vision's growth and future success. The new Superior Vision logo depicts movement and health, evokes the image of an eye, and represents the flow of ideas and interconnected solutions with its broad strokes. The tagline "See yourself healthy" encompasses the idea that vision and eye health is an important component of overall health and wellness.

"Our brand is the visual representation of the mission and vision statements that will drive our company's actions," stated Kirk Rothrock, CEO of Superior Vision. "We are affirming our commitment to a culture of delivering outstanding service, provider access, and member and customer value. This positions us to deliver the greatest vision and eye health solutions in the vision care marketplace."

Superior Vision's new visual identity has been introduced on the Superior website. The websites of Block Vision and Vision Insurance Plans of America (VIPA) will carry a new transition identity as stakeholder education continues and business operations are merged over the coming months. For current customers, partners, and members there will be no change in how they do business with their current entity; however, innovations and merger synergies will greatly enhance the overall Superior experience and value.

About Superior Vision

Superior Vision is a leading provider of vision and eye health solutions to the full spectrum of the vision care marketplace, including groups, health plans, and government-sponsored programs. We care for our clients and members by delivering broad and affordable access to vision care, outstanding service, and resources to help them make informed vision care choices that offer the greatest value.

For more information, visit us online at www.superiorvision.com, www.blockvision.com, and www.visionplans.com.

Superior Vision's social media presence can be found at:

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

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

LinkedIn: <http://www.linkedin.com/company/superior-vision-services>

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