



News Release

Note: Photos available upon request.

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Superior Vision and DITTO Partner to Bring Online Designer Eyewear to Superior Members

Leading online eyewear retailer helps Superior broaden their eye care access in time for Black Friday and Cyber Monday

RANCHO CORDOVA, CA, and SAN MATEO, CA (November 25, 2013) – Superior Vision, a leader in eye and vision health solutions, and DITTO, a leading eCommerce site for designer eyewear, have partnered to provide a cost-effective online solution for Superior members to purchase additional pairs of glasses and sunglasses. The partnership comes at a perfect time for members to capitalize on purchases during the holiday online shopping season.

“Consumers are increasingly turning to the Web for purchases, and this includes eyewear. Superior Vision’s strategy for unparalleled access includes providing vision materials wherever our members are looking for them,” said Kirk Rothrock, President of Superior Vision. “DITTO is the perfect online partner for us as they are very service-oriented, offer a breadth of types and brands of glasses, and have cutting-edge technology to enhance our member’s purchase experience.”

DITTO’s 3-D virtual try-on technology enables members to see how the glasses and sunglasses fit on their unique face in 180 degree views prior to purchase. From the

convenience of their own computer, members can compare the look and fit of various glasses, use social media to get input from friends and family, and even get the help of a DITTO stylist.

“We couldn’t be more pleased to partner with a member-focused benefits company like Superior Vision,” said Kate Doerksen, co-founder and CEO of DITTO. “The eye care provider is an integral part of the purchase of glasses, but we are offering members an ecommerce solution when an online purchase is their preference. Our collection of top designer brands, proprietary try-on technology, and phenomenal customer service make that online purchase fun and easy.”

Superior Vision members receive a 25% discount on their first pair of glasses, and 30% off if they purchase more two or more pairs. For now, DITTO is an out-of-network provider for Superior Vision members. Superior Vision members may receive reimbursement at out-of-network rates if their vision benefits are not already exhausted. Members may go to SuperiorVision.com for a link to the promo code to receive their savings on DITTO.com.

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 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>

About DITTO

DITTO.com, headquartered in San Mateo, California, is an ecommerce site for [designer glasses](#) and [designer sunglasses](#) with proprietary [virtual try-on technology](#) that lets customers create a “DITTO”, a video of their face from their webcam to virtually [try on glasses](#) to see if they fit and look great in 180 degree views before they buy them from the site. The site sells an extensive collection of designer frames including [Ray-Ban](#), [Persol](#), [Alain Mikli](#), [Westward Leaning](#), [Illesteva](#), [Penguin](#),

[Selima Optique](#) and many more. DITTO.com offers quality prescription lenses starting at \$60, free shipping, and free 90-day returns. Visit www.ditto.com to learn more and Create Your DITTO™.

DITTO's social media presence can be found at:

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

Twitter: <http://twitter.com/shopDITTO>

LinkedIn: <http://www.linkedin.com/company/ditto-com>

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