



MEDIA ALERT * MEDIA ALERT *** MEDIA ALERT**

Give a Christmas Gift of Sight With The Lens Men and The Eye Site

To celebrate the season of giving, local optical chain pledges prescription eyeglasses to the underprivileged in honour of its customers

WHAT: For the first time in local retail history, every customer who spends a minimum of S\$500.00 at any of the three The Lens Men outlets and sister boutique The Eye Site will become the proud donor of prescription eyeglasses to a child or senior citizen who otherwise cannot afford corrective vision on their own. In return, they will receive a commemorative card with a photo of their beneficiary showing off the new glasses or a personalised "thank you" as a keepsake.

WHY: Because good vision is not simply a luxury, but a basic need. Drawing on a long heritage of charity work and giving back to the community, The Lens Men and The Eye Site want to share the joy of giving with their customers and friends and are excited to give everyone the opportunity to keep the needy in mind as they exchange gifts or pamper themselves this Christmas.

WHO: Together with partners Essilor Singapore and Johnson & Johnson Acuvue, The Lens Men and The Eye Site's team of 30 dedicated optometrists and opticians will provide these special patients with a full eye care experience. This includes a thorough eye examination, frame fitting and adjustments, and full sponsorship of the spectacles, lenses and mounting work needed for dispensing.

WHEN: This holiday charity campaign kicks off on November 16, 2007 and concludes on December 31, 2007.

WHERE: The Lens Men is located at Parkway Parade (#B1-76A/77), Centrepoint (#02-03) and Compass Point (#02-14), and The Eye Site is located at Parkway Parade (#B1-99/100). All stores are open from 10:30 AM to 10:00 PM daily. For more information, please visit www.TheLensMen.com.

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