



FOR IMMEDIATE RELEASE

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

NOVEMBER 16, 2007 (SINGAPORE) – For the first time in local retail history, The Lens Men and sister boutique The Eye Site are making it a true season of giving this Christmas by donating prescription eyeglasses to the needy – in their customers' names.

Drawing on a long heritage of charity work and giving back to the community, all customers who spend a minimum of S\$500.00 between November 16 and December 31 at any of the three The Lens Men outlets and The Eye Site will become proud donors of spectacles to a child or senior citizen who otherwise would not be able to afford corrective vision by their own means. In return, they will receive a commemorative card with a photo of their beneficiary in new glasses or a personalised "thank you" as a keepsake. Together with partners Essilor Singapore and Johnson & Johnson Acuvue, The Lens Men will provide these special patients with the full eye care experience, from thorough eye examinations to frame fittings and adjustments. They will also fully sponsor the spectacles, lenses and mounting work needed for dispensing. The Gift of Sight will kick off with a day of free eye care services for more than 100 needy senior citizens and children at St. Hilda's Community Services on November 16.

"The idea of a holiday charity campaign came to us easily in a creative flash, because we have always wanted to share the joy of giving with our customers and friends, who we value greatly," said Peter Koh, founder/managing director of The Lens Men (Pte) Ltd. "We're excited to give everyone the opportunity to keep those who are less fortunate in mind as they exchange gifts or pamper themselves this Christmas. We firmly believe that good vision is not simply a luxury – it's a basic need."

“Celebrate The Gift of Sight With The Lens Men This Holiday Season” / 2

Since it opened in 1983, The Lens Men has embraced charity work, as much a cornerstone of the company philosophy as its corporate identity. The stores have donated more than 1,000 prescription eyeglasses to date, and its team of optometrists and opticians also regularly present eye care seminars at schools and conduct eye examinations at nursing and old folks’ homes for the elderly who are immobile. Some of The Lens Men and The Eye Site’s favourite causes include the Metta School, the Pertapis Children’s Home, the Lions Befrienders and St. Hilda’s Community Services.

“I’m grateful that we’re able to take what we do best and translate that into helping someone study better, live better and better enjoy what life has to offer,” said Peter. “Not only do we want to outfit our customers with perfect vision, we want to empower them to be compassionate visionaries by being part of The Gift of Sight. Together, we hope to help even more people benefit from this campaign – starting today.”

About The Lens Men

The Lens Men and sister boutique The Eye Site are Singapore’s premier chain of optical retail stores, featuring an international collection of unique, stylish spectacle frames and sunglasses, quality contact lens care and its signature personalised customer service. Founded on the philosophy of “Not just eye care – we care,” The Lens Men has blazed a trail in the local eyewear scene, setting the trend for prescription eyeglasses doubling up as fashion statements. The Lens Men and The Eye Site are home to 30 optometrists, contact lens practitioners and opticians, who enjoy serving all customers new and old, including multi-generations of customers whose families have now become good friends. Always a cornerstone of the local community, The Lens Men pledges to help the less fortunate with a variety of eye care services. Please visit The Lens Men and The Eye Site online at www.TheLensMen.com.

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