

FOR IMMEDIATE RELEASE

For more information, please contact:

Heather Smith
Marketing Communications Manager
VisionWeb
512-241-8653
hsmith@visionweb.com

VISIONWEB SUPPORTS OPTICIANRY THROUGH PARTNERSHIP WITH OPTICANS ASSOCIATION OF AMERICA

VisionWeb Becomes OAA Corporate Partner; Launches Royalty Program for OAA Members

Austin, TX – March 1, 2010 - VisionWeb, the premier provider of technology services to streamline the eyecare practice, announced today a partnership with Opticians Association of America (OAA), the only national organization representing opticianry's business, professional, educational, legislative, and regulatory interests. Under the terms of the partnership, VisionWeb participates as a corporate partner of OAA and introduces VisionWeb's OAA Royalty Program. This program provides the OAA and 21 affiliated state associations royalties on orders placed by OAA members over the VisionWeb network.

According to the OAA, VisionWeb's corporate partnership demonstrates an investment in the optical industry and a commitment to supporting the character, health, and productivity of opticians everywhere. As an OAA partner, VisionWeb will gain valuable brand exposure to thousands of members, increased awareness of their business on both a state and national level, and enhanced image from association with a grass-roots professional organization.

Furthermore, VisionWeb's services will gain the endorsement of the OAA for the benefits they provide OAA members in terms of practice automation and efficiency. The OAA Royalty Program is designed to drive adoption of these services among OAA members, and provide non-dues revenue to the OAA to fund the development of new programs and services for opticians.

Under the terms of the OAA Royalty Program, OAA members enroll their practices to earn royalties from ordering ophthalmic products over the VisionWeb network. Once the practice places 600 orders during the earning period, which runs from April – March each year, they will qualify to earn a 1% royalty on the transaction fee paid by the suppliers receiving the orders. Reaching ordering thresholds of 1,200 and 2,400 increases the royalty percentage earned to 2%, and 3%, respectively.

"Opticians Association of America is dedicated to providing tools and resources that further the professional development of America's opticians, and we greatly appreciate VisionWeb's support in that mission", said Chris Allen, Executive Director at Opticians Association of America. "We are excited to partner with VisionWeb in a way that will benefit our members not only on a national level, but on the state level as well."

"We are proud to partner with Opticians Association of America and show our appreciation to the people who use our services every day", stated Ken Engelhart, President and CEO at VisionWeb. "We look forward to supporting the advancement of opticianry through our Royalty Program and corporate sponsorship."

Payment to the OAA and affiliated state associations is calculated by the total royalty earned by qualifying accounts in each state. OAA distributes the royalties to the 21 affiliated state associations from which the VisionWeb ordering members belong. Royalties earned by OAA members located in states with no affiliate state association will be paid directly to the OAA. OAA and state associations will use the royalties to support programs and defray membership costs at its own discretion. OAA and participating state associations receive royalties from VisionWeb, exclusive of any agreements that they may have with buying groups. VisionWeb remains independent, and ordering on VisionWeb does not interfere with buying group discounts or pricing relationships that ordering accounts may have with suppliers.

All OAA members who use VisionWeb are eligible to participate in the OAA Royalty Program. Members are instructed to log in to their VisionWeb account and click on the OAA Royalty Program registration link to register to participate in the program. Members will be required to enter their OAA member number and identify their state association for tracking purposes.

For more information on VisionWeb's corporate partnership with the OAA, please visit www.oaa.org. To learn more about VisionWeb's OAA Royalty Program, please visit www.visionweb.com or call (800) 874-6601.

ABOUT VISIONWEB

Headquartered in Austin, Texas, VisionWeb is the online service to help eyecare providers and laboratories simplify and streamline their businesses. VisionWeb offers online multi-payer insurance transaction processing; convenient and direct-to-supplier online ordering and tracking; one-stop access to ophthalmic clinical news and information, and other benefits for opticians, optometrists, ophthalmologists, optical manufacturers, laboratories, distributors, and patients. For more information, please visit www.visionweb.com.

ABOUT OPTICIANS ASSOCIATION OF AMERICA

Established in 1926 as the Guild of Prescription Opticians, the Opticians Association of America (OAA) is the only national organization representing opticianry's business, professional, educational, legislative and regulatory interests. The Opticians Association of America's mission is to promote and expand opticianry by being the single unified voice of America's Opticians. In support of this mission we are committed to promoting professional stature through leadership, education, legislative representation and communication. Under OAA's very broad umbrella, individuals providing eyeglasses or contact lenses to consumers, as well as owners / managers of retail optical firms, state optician societies and suppliers to professional optician find a common goal in Advancing America's Opticians. Located in Lakeland, TN, OAA fosters, supports and sponsors programs of competency certification, licensing and continuing education for professional development. For more information, please visit www.oaa.org.

###