



DIVISION OF  
*Johnson+Johnson*  
Vision Care, Inc.

Dear Eye Care Professional,

At VISTAKON®, Division of Johnson & Johnson Vision Care Inc., we are delighted to continue our partnership with Wal-Mart in helping consumers meet their vision needs.

Wal-Mart's professional trained staff offers patients an opportunity to receive extraordinary value from a trusted eye health care provider. VISTAKON® is committed to ensuring that you have the best products possible to help you satisfy the needs and expectations of your patients.

We're also dedicated to providing outstanding customer service to ensure that every experience with our company is a positive one for you. Along with our sales force, our Professional Affairs team and others we will work closely with you to develop and implement strategies and programs that focus on your contact lens practice and make it easier and more efficient for you to do business with VISTAKON®.

VISTAKON® is dedicated to helping as many people as possible enjoy the benefits of contact lenses. And it is our mission to make sure that you have the best products available so that you can make the choice that is the best for your patient and provide the highest level of satisfaction. As practitioners we know that happy patients return to our practices, and recommend others to our practices.

New products with genuine patient benefits have been largely responsible for growing the contact lens market. Among new wearers, more than half are now being fit in or upgraded to silicone hydrogel lenses to take advantage of the increase in wear time and comfort. We expect this number to increase in 2009 as more practitioners and patients realize the benefits of products such as ACUVUE® OASYS™ Brand Contact Lenses with HYDRACLEAR® Plus, the most prescribed silicone hydrogel lens, ACUVUE® OASYS™ Brand Contact Lenses for ASTIGMATISM, the #1 toric contact lens, and soon, ACUVUE® OASYS™ Brand Contact Lenses for PRESBYOPIA, our new multifocal contact lens.

Daily disposable contact lenses are another category of specialty lenses that showed growth in 2008 and will continue to grow in 2009. Daily disposable lenses with added comfort features such as *1-DAY* ACUVUE® MOIST® Brand Contact Lenses with breakthrough LACREON™ technology, appeal to spectacle wearers for everyday wear as well as backup for special occasions or specific activities such as sports. This is an interesting twist on the usual practice of providing contact lens wearers with a backup pair of glasses made possible by daily disposable contact lenses that are easy to wear.

Sincerely,

Peg Achenbach, O.D.  
Senior Director, Professional & Medical Affairs