

Dear Colleague,

At CooperVision, we feel strongly that the judgment of the doctor is of paramount importance when selecting a contact lens for the patient. In fact, CooperVision does not market directly to the consumer. We believe that our frequent communication with the doctor will provide him/her with the necessary information that will allow for an informed rationale when selecting contact lenses that address specific patient needs.

CooperVision is a global leader in contact lens design, material development and manufacturing and has the largest portfolio of specialty soft toric and soft multifocal lenses in the industry. Our PC Hydrogel material, now available in every soft lens category, is the material that best addresses the most critical need of the successful contact lens wearer – comfort. CooperVision's mission is to offer contact lenses that enhance the wearing experience of eye care practitioners and patients through the application of technology, expertise and service. To accomplish that mission, CooperVision has evolved into a leading innovator of new contact lens products that address the needs of both contact lens fitters and patients. The new Biomedics EP and Proclear Multifocal Torics are prime examples. Later this year, we will be releasing our newest technological advancement, Biofinity. This third generation silicone hydrogel (SiHy) lens will overcome many of the compromises that exist with current SiHy lenses.

We at CooperVision applaud the effort of Dr. Patel to redesign the Doctor Website. This will be an important communication platform that will allow us to share vital information about our exciting line of products with our valued Wal-Mart doctors. While we are planning to provide monthly updates about our programs and lenses, you can find essential product information, Rx calculators and helpful hints on building your practice at our website, coopervision.com. We look forward to working with you in developing and maintaining very successful contact lens practices.

Regards,

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