

Optical

Priti Patel OD, Director of Professional Relations

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Dear Doctor:

We are excited to announce a long term alliance between Wal-Mart/Sam's Club and 1-800 CONTACTS to improve the accessibility and affordability of contact lenses available to your patients. With this alliance, patients will not only pay less for their contact lenses they will also be able to purchase conveniently in-store, by telephone, and via the web. They may also choose their preferred delivery option, whether it be in-store or at home. We believe this alliance will increase patient compliance with doctor-recommended contact lens wearing schedules, loyalty, and invite new wearers into the contact lens category.

As you are aware, if a contact lens wearer saves money and finds more convenient ways to replace his/her lenses, he/she will replace lenses more often – which can improve ocular health. As noted in a 2004 Federal Trade Commission report on contact lenses, a McKinsey & Company survey found that:

- 57% of consumers stated they would replace their lenses more frequently if the lenses cost less.
- 30% specifically identified cost savings as the reason they over-wear their lenses, stating they "try to save money by wearing [their] contact lenses for more days than [their] doctor recommends before disposing of them."
- 22% said they do not replace their lenses as often as they should because "purchasing them is inconvenient."¹

"This alliance allows for greater access to contact lenses as well as affordable options to improve our customers' and your patients' eye health," said Jeff McAllister, Senior Vice President for Wal-Mart's Optical Division. "We're dedicated to saving patients money in the process so that they can live better, healthier lives."

As always with Wal-Mart, we will continue to adhere to all rules and regulations laid out by the Federal Trade Commission's Contact Lens Rule under the Fairness to Contact Lens Consumers Act. 1-800 CONTACTS is equally committed at all levels of their organization to compliance. We see this alliance with 1-800 CONTACTS providing a solution that will increase patient compliance which we hope will lead to better eye health. We invite you to visit the Doctor website at <http://www.wal-martod.com> for more information, including myths and facts about 1-800 CONTACTS.

As a valued Doctor Partner, we want to make sure you were aware of this exciting new relationship. We look forward to the upcoming year, as the actual alliance integration moves forward. If you have any questions please let us know.

Sincerely,
Priti Patel, O.D.
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Wal-Mart Stores, Inc.

¹Federal Trade Commission March 2004 report. "Possible Anticompetitive Barriers to E-Commerce: Contact Lenses," available at www.ftc.gov/os/2004/03/040329clreportfinal.pdf.