

June 2nd, 2010

Dear Walmart-Sam's Club Affiliated OD,

Bausch + Lomb is excited to announce a new SofLens daily disposable patient \$30 fitting fee rebate designed to help you fit more patients into the fastest growing segment in the contact lens category. We know that getting patients to try contact lenses can sometimes be difficult because of the additional fitting fee involved, this rebate removes the risk!

If you've experienced fitting SofLens daily disposable lenses then you know that patients love this lens, if you haven't had much experience with the lens then this is a great opportunity to gain familiarity with the level of performance and patient satisfaction it provides.

Some of the lens benefits include:

Exceptional vision and comfort

- **High Definition™ Optics**, an aspheric design, reduce spherical aberration – which means exceptional vision all day, and especially in low light conditions
- **Slow-release packaging solution** includes poloxamine to provide all-day comfort

Easy handling

- **Ergonomic blister pack** enables smooth lens removal
- **Excellent handling** for easy lens insertion and removal

Exceptional eye health

- **One of the healthiest modalities available**
- **85% patient compliance** compared to 41% for 2-week lens wearers



Here's how the rebate works:

- You will receive a pad of 10 rebates initially
- The rebate is for \$30 back when a patient is fit into SofLens daily disposable contact lenses
- Patients must purchase a minimum 2 boxes of either SofLens or PureVision MultiFocal; then provide UPC, product receipt and exam receipt as proof of purchase
- The rebates will be valid on exams and product purchases through August 1st, 2010
- If you have questions or need additional rebate pads please contact your local Bausch + Lomb sales representative or email andrew.L.johnson@bausch.com

Thanks for your support,

The Bausch + Lomb Team