



For Immediate Release

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Hydrogel Vision Corp. Announces Two Diameter Options in Extreme H₂O[®] 54%

Hydrogel Vision Corporation, makers of Extreme H₂O[®] soft contact lenses, announced today the expansion of their product line with a new 14.2 diameter option in Extreme H₂O[®] 54%.

The addition of the 14.2 diameter size is to provide doctors with a lens fitting system geared toward patients' specific needs. Hydrogel Vision is the first and only disposable lens manufacturer to offer two diameter options in one product, enabling doctors to put the right size lens on their patients for a perfect fit and ultimate comfort. The best comfort is a combination of the right material and the right fit.

Extreme H₂O[®] 54% was originally launched in a 13.6 diameter option making it the first and only disposable lens available in a smaller diameter. The 13.6 size is for patients with an HVID < 11.8 who would benefit from a smaller lens design such as pediatric patients, patients with tight lids, and some patients of Asian descent. Hydrogel Vision estimates that as many as 35% to 40% of the population would benefit from being fit with the smaller diameter lens design. The 14.2 diameter size is for patients with an HVID ≥ 11.8 who would benefit from a larger lens design.

Extreme H₂O[®] 54% is made with our 3rd generation GMA Hydrogel copolymer, hioxifilcon D, and contains 54% water. This material provides advanced water retention properties along with outstanding durability and strength. This combination makes the Extreme H₂O[®] 54% lens ideally suited for patients who are seeking superior all day comfort in a 2 week to 1 month disposable lens. The lens retains 97% of its original water content during wear, and has significantly enhanced durability features over the original Extreme H₂O[®] 59% material.

Free diagnostic sets of the new Extreme H₂O[®] 54% lenses are available directly through Hydrogel Vision Corp. and through any of their authorized Extreme H₂O[®] distributors. The parameters now available are: 13.6mm diameter, median base curve, in powers ranging from +6.00 to -12.00 (0.50D steps above -6.00) and 14.2mm diameter, median base curve, in powers ranging from -0.25 to -6.00.

Hydrogel Vision Corp. is a privately held corporation located in Sarasota, Florida that manufactures specialty disposable soft contact lenses under the Extreme H₂O[®] brand name. Extreme H₂O[®] lenses are marketed exclusively through Independent Eye Care Providers via an industry first technology licensing and distribution agreement. For more information about Hydrogel Vision and Extreme H₂O[®] lenses, call 1-877-336-2482 or visit www.extreme-h2o.com