



For Immediate Release

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**Hydrogel Vision Corp. To Stop Selling Extreme H₂O[®] Lenses
in the State of Utah**

Hydrogel Vision Corp., manufacturer of Extreme H₂O[®] disposable soft contact lenses, announced today that it will stop doing business in the State of Utah. This decision by Hydrogel Vision was taken as a direct result of the new Utah law requiring manufacturers of contact lenses to sell their products to mail order outlets, mass merchandisers, and other “alternative” channels of distribution.

Steven T. Schuster, President of Hydrogel Vision, said the Utah law was an unacceptable interference with his Company’s business. “Hydrogel Vision opposes this new Utah law, and we consider the requirement that we sell prescription-regulated lenses to virtually any potential customer who wants to buy them to be unreasonable and unsound.”

Schuster explained that “Hydrogel Vision was founded on the premise that our contact lenses could best be represented in the marketplace through professional channels of distribution. The policy of limiting sales reflects our assessment of the importance of dealing with professional customers whose ability to monitor and follow up with patients will help promote a successful wearing experience for those consumers who are fitted with our Extreme H₂O[®] contact lenses. We also made a commitment to our professional customers that we would sell our lenses only through authorized professional distribution channels, and we intend to honor that commitment.”

Describing the new Utah law as special interest legislation, Schuster noted that Utah was the home state of the country’s largest mail order contact lens company. Schuster said that Hydrogel Vision’s Extreme H₂O[®] lenses are available to consumers at over 12,000 locations throughout the U.S. market, and there is no need for government to dictate how contact lenses are sold. We consider that the “alternative” channels designated by Utah are not the equal of eyecare professionals when it comes to the critical issue of patient care and follow-up. We see this legislation as a blatant attempt to force the company to sell its lenses outside normal professional distribution channels. That is neither in the best interest of the contact lens consumer nor of our professional customers. Accordingly, Hydrogel Vision is withdrawing from Utah rather than lose control of the distribution of its Extreme H₂O[®] lenses.