



PRESS RELEASE

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Davis Vision launches new commercial website and Facebook® page

PLAINVIEW, N.Y. (May 10, 2011) – This week, Davis Vision launches its new commercial website and mobile site with updated features and a fresh look to reflect the company’s branding strategy and create an enhanced experience for members and clients.

Visitors to the site will find new content and photography as well as more user-friendly features like an easy contact page and improved navigation. Links to three new videos offer a better understanding of Davis Vision, an overview of open enrollment and the state-of-the-art ophthalmic laboratories, and a detailed history of the company. The site also includes updated content that includes an explanation of laser vision correction.

A new open enrollment toolkit on the website will allow clients to choose from a library of open enrollment materials that are best suited for their employee population. Clients can shop the toolkit and customize materials most appropriate for their employees. A special portal will enable brokers to benefit from the enhanced new site by downloading relevant materials and obtaining information and announcements regarding the latest products, services and news.

Davis Vision’s community outreach is spotlighted through the Focus on America® and Sight from America® page, and it features individual testimonials from those who have benefitted from the company’s outreach programs. The community relations Facebook page is also included in this launch. One dollar will be donated to the Prevent Blindness Star Pupils program, up to \$1,000, for every fan and “like” the page receives.

Links to the Facebook page, as well as the company’s LinkedIn® and YouTube® pages, can be found on the new site’s homepage. New vision articles in the site’s vision wellness library have an updated format and new categories: “See Clearly,” spotlighting overall eye health and wellness, “See Clearly Kids,” focusing on children’s vision care and “See Safely,” which features eye safety information.

The next phase of the site will focus on a redesigned member portal. In addition to access to forms, members will be able to view all 222 frames on the Davis Vision tower photographed and stylized, with information about the latest brands and fashion frames. The new and improved member portal is set to launch in September.

About Davis Vision

Davis Vision is part of the HVHC Inc. group of companies, which also includes Viva International Group and Eye Care Centers of America. Davis Vision has been providing comprehensive vision benefits for nearly 50 years, and it currently serves more than 55 million members nationwide through a national provider network of ophthalmologists, optometrists and retailers at more than 33,000 points of access, in both private practice and retail settings. For more information about Davis Vision, visit www.davisvision.com.

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