



Four Years in a Row, EyeNet Comes Out on Top for Readership

- ... ranks #1 in cover-to-cover readers for all ophthalmic publications
- ... ranks #1 in reader frequency for non-peer-reviewed publications

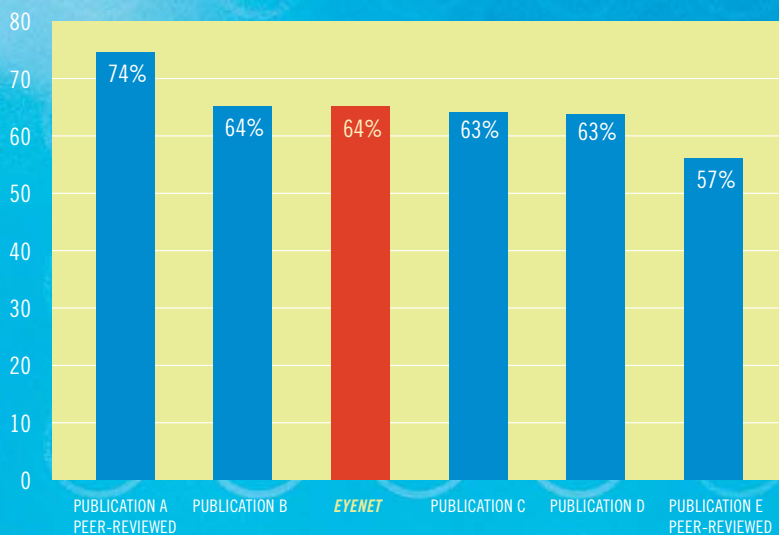
And EyeNet Ranks at the Top for Promoting Practice Success

- ... ranks #2 in impact on success of business/practice for non-peer-reviewed publications

SOURCE: Nielsen, FOCUS® Eyecare 2008, Ophthalmologists, Table 901, 1004.

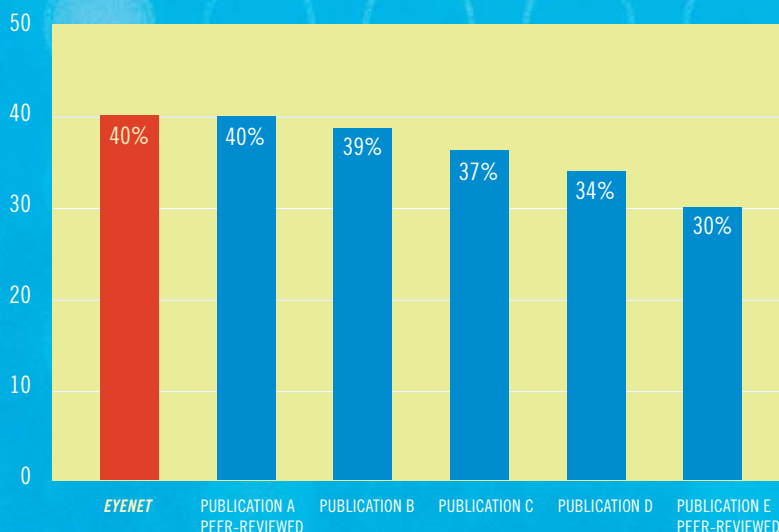


Average Issue Readers
EyeNet ranks #3 out of 19



SOURCE: Nielsen, FOCUS® Eyecare 2008, Ophthalmologists, Table 901.

Average Issue Ad Exposure
EyeNet ranks #1 out of 19



SOURCE: Nielsen, FOCUS® Eyecare 2008, Ophthalmologists, Table 901.