



2232 Rutherford Road
Carlsbad, CA 92008
Ph: 877.733.2012
Fax: 877.329.2012

FOR IMMEDIATE RELEASE

Contact:
Erin Clark
Director, Marketing Communications
eclark@synergeyes.com
877.SEE.2012

SynergEyes[®] Launches New Website for Transitioning SoftPerm[®] Patients

Carlsbad, CA (June 16, 2010) – SynergEyes, Inc. the manufacturer of several high-DK hybrid contact lens designs, has launched a new website www.SynergEyesTransition.com for eye care practitioners seeking information on refitting SoftPerm[®] (synergicon A) patients into SynergEyes hybrid contact lenses.

SynergEyesTransition.com was created to help provide continuity of patient care with the recent announcement that SoftPerm[®] lenses have been discontinued and will no longer be available. Eye care practitioners can complete a brief questionnaire on the website to help determine the best option for the needs of the patients and the practice. The website includes links to important training modules on how to properly prescribe SynergEyes lenses as well as access to an online prescriber locator and information for eye care practitioners located outside the United States.

“SynergEyes is committed to making this transition process as simple as possible for patients and eye care practitioners. Our family of FDA cleared lenses address a wide spectrum of vision conditions and provide features and benefits never before available in a hybrid contact lens. We look forward to helping eye care practitioners successfully prescribe our technology to their patients.” said Kellie Kaseburg, Vice President, Global Marketing, SynergEyes, Inc.

SynergEyes manufactures a revolutionary hybrid contact lens that combines two materials – a high-Dk rigid gas permeable center and a soft, hydrophilic outer skirt, resulting in a durable “hybrid” lens for patients seeking crisp, clear vision with the comfort of a soft lens. Incorporating HyperBond™ technology and HydrolEyes™ surface science, the SynergEyes lenses with FDA market clearance include: *SynergEyes® A* for naturally occurring ametropia, targeting patients with astigmatism, current gas permeable lens wearers, and patients demanding optimized vision; *ClearKone®* for keratoconus and irregular cornea patients, *SynergEyes® Multifocal* for presbyopia and *SynergEyes® PS* for post-surgery and post-trauma refractive errors.

#