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**Davis Vision, Inc. Names Michael Ehrle
Divisional Vice President of Sales**

Plainview, NY (Jan. 8, 2009) – Davis Vision, Inc., headquartered in Plainview, NY, has named Michael Ehrle divisional vice president of sales for its Northern division. In this new position based in Chicago, Ill., Ehrle will contribute to Davis Vision’s national new business development.

“Mike will be a strong asset to Davis Vision’s sales management team,” said Tom Davis, Davis Vision’s executive vice president and chief marketing officer. “Mike brings outstanding skills and experience to this new position which will be an enormous advantage for Davis Vision and our current and prospective clients as we further expand our business throughout the North.”

In this new position Ehrle will be responsible for developing a variety of key markets including Chicago, Milwaukee and Minneapolis. In addition, New York, Boston, Detroit, St. Louis, Columbus and Cleveland are additional markets he will be developing.

Prior to joining Davis Vision, Ehrle was national vice president of specialty sales for UnitedHealth Group. In this position he was responsible for creating value and synergy between the company’s middle- and national account medical teams and the ancillary lines of coverage. In addition, Ehrle also worked for

Spectera Vision for six years as both an account executive and regional vice president.

"Davis Vision has the ability to transform a member's experience from a simple insurance product, to a total purchase experience, and I am excited to be a part of this process," said Ehrle. "Davis Vision connects the many different variables of the vision industry, such as store ownership, eyeglass frames, outside provider relationships, lens manufacturing and distribution. And, this allows our company to offer a lower total out-of-pocket cost to the member, and a warranty unmatched in the marketplace for its end-product."

About Davis Vision, Inc.

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, one of the nation's premier managed vision care companies, has been providing comprehensive vision benefits for nearly 45 years, and currently serves over 55 million individuals nationwide.

Davis Vision, Inc. delivers best-in-class vision care products and services through an extensive blended network of nearly 45,000 participating providers, including ophthalmologists, optometrists, opticians and many of the nation's top retail providers.

Davis Vision's provider network-credentialing program has been certified by the NCQA. In addition, all of the company's proprietary world-class regional ophthalmic fabrication laboratories have been awarded the COLTS Gold Seal, as well as ISO 9001:2000 certification. The company's member Web site is accredited by the URAC. For more information about Davis Vision, visit www.davisvision.com.

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