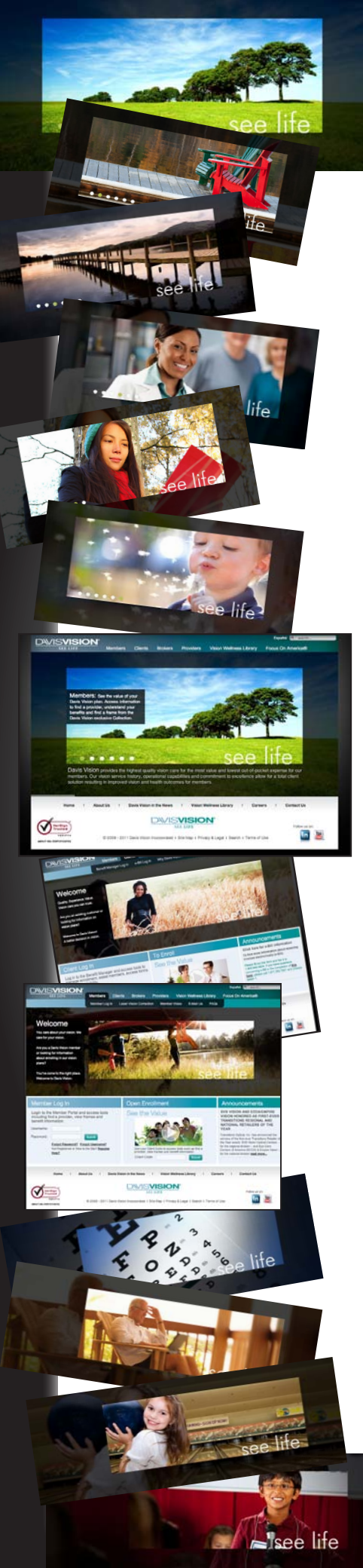




## **Davis Vision Website Enhancements:** A Preview Tour!

see life



The Davis Vision website is being redesigned with fresh, exciting features to emphasize our new branding and reinforce the value of Davis Vision in every aspect of our vision plan services.

**Our goal: to enhance the member and client experience, elevate the Davis Vision brand and bring more content to the forefront.** Our website has more than 10,000,000 hits annually, so our impression and reach are significant!

The new commercial website is set to roll out May 10<sup>th</sup>, 2011, with the new Member portal to follow in August.

We want you to have a full understanding of all that our website will offer to members and clients.

## Home Pages

You'll see new photography depicting lifestyle images for every demographic. On each page, a section overview clearly explains to the member, provider, client or broker what the page has to offer and how to navigate it.

After studying user comments on the Web for months, it was clear that we needed to explain what was behind each login screen. Our value statement is repeated consistently to the appropriate audience throughout the messaging process. The "dots" can be used as directional tools to scroll through the photography selection, and the screens rotate for a full view of all the images.

## Member Login Page

To enhance members' understanding of Davis Vision as a company, we have placed above the login screen our sales and marketing video and a hyperlink to our new YouTube page with Davis Vision videos. An announcement section has been added for easy, automatic upload of messaging for our members. See the current press release on the Member page, which announces that our retail stores have been chosen as the 2010 National Retailers of the Year by Transitions Optical™.

## Laser Vision Network Page

Content has been updated for a more complete understanding of the Laser Vision Network, and the logo has been updated for a better look and feel.

## Client Login Page

The Client login page features a hyperlink for members who would otherwise incorrectly log in to the Client section. This was a recurring problem, and we hope this is the first step toward correcting it. On the Client page, access to our Open Enrollment Tool Kit allows clients to "shop" for open enrollment materials. Davis Vision will then customize any materials the client chooses!

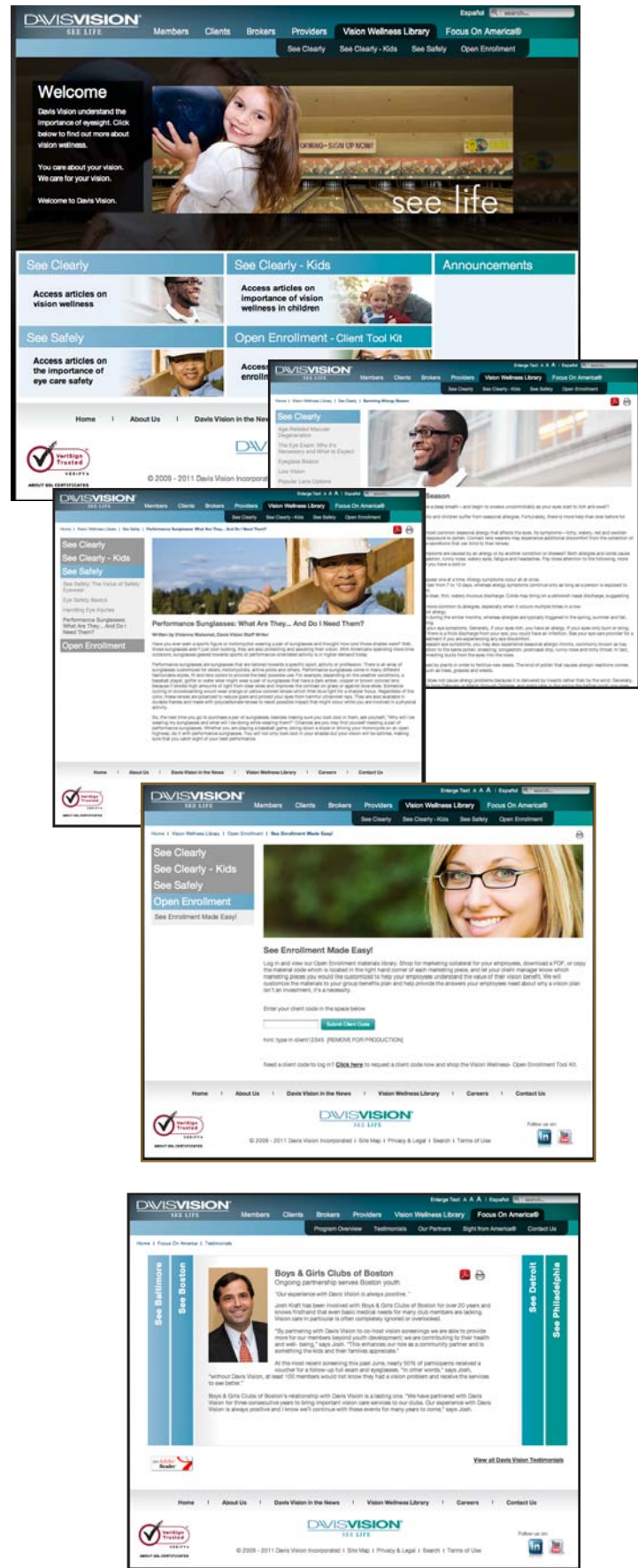
## Vision Wellness Library

The articles are all new and are presented in a fresh format. Our intent is to establish ourselves as thought leaders on vision wellness and eye health issues, for both members and the Web-surfing public. In turn, we expect to raise awareness about Davis Vision. You can view online, choose the PDF button to download, or select the Print icon to print. The articles are organized within four branded categories:

1. **See Clearly:** General vision articles that focus on eye health and wellness, including:
  - Age-Related Macular Degeneration
  - The Eye Exam: Why it's Necessary and What to Expect
  - Eyeglass Basics
  - Low Vision
  - Popular Lens Options
  - Vision Over 60
2. **See Clearly Kids:** Articles for parents about their children's eye health and wellness, including:
  - Common Childhood Vision Problems
  - Eyewear for Kids: Shopping for Fit, Safety and Fashion
  - Kids and Computer Eye Strain
  - Learning to See: Children's Vision by Age
  - Playing it Safe: Toys and Children's Eye Safety
3. **See Safely:** Articles on the importance of eye safety, including:
  - Eye Safety Basics
  - See Safely: The Value of Safety Eyewear
  - Handling Eye Injuries
  - Performance Sunglasses: What Are They and Why Do I Need Them?
4. **Open Enrollment Toolkit:** Designed for new groups that implement a Davis Vision plan. We will develop and upload a library of Open Enrollment materials. The client will be given a code to "shop" the Toolkit, where he or she can choose flyers, brochures and postcards that can be customized to a specific employee population. Once they are customized and the final materials approved by the client and client manager, we will upload the materials to Benefit Manager so that they are available for immediate distribution. All collateral will be coded for easy ordering through Marketing. More detailed workflow to follow!

## Focus on America® Page

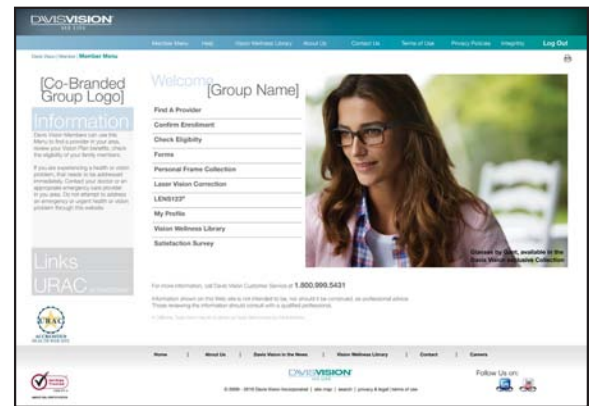
This page highlights our community involvement nationally, combating the perception that Davis Vision is a "Northeast Vision Plan." The FOA page also incorporates testimonials that clearly state the impact that our free vision screenings have on children's and adults' lives when they are diagnosed with a vision problem and are provided with vision correction.



## New Member Portal!

The Member portal will undergo a complete redesign to enrich the member experience—a major job! Expect to see these enhancements in August:

- All 222 frames in the Davis Vision Collection will be photographed and stylized.
- We will emphasize our Davis Vision Collection brands, and market our frames as the latest fashion.
- We will improve our corporate brand by having a consistent design throughout the commercial and Member portal sections.
- We will enhance navigation and improve the Forms section.
- All materials that are available for download will be branded appropriately with the new Davis Vision logo.
- Redesign will be extended to include all private label sites.



## The Big Announcement!

We look forward to members, clients, providers and brokers enjoying the new Davis Vision website and becoming acquainted with all its fresh features and enhancements. Please encourage them to log on and discover all that Davis Vision has to offer!

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