



**FOR IMMEDIATE RELEASE**

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**Davis Vision to Open State-of-the-Art Laboratory in Newtown Square**

Plainview, NY (Oct. 21, 2008) – Davis Vision, Inc., a Highmark company, will celebrate the Grand Opening of its new state-of-the-art ophthalmic laboratory tomorrow, Oct. 22. The laboratory, located near Philadelphia at 3805 West Chester Pike, Newtown Square, PA, will host an open house for visitors. Remarks, a ribbon-cutting ceremony and facility tours will take place at 3 p.m.

The newly-expanded, 40,000-square-foot ophthalmic fabrication lab joins three other Davis Vision regional lab facilities. This world-class laboratory represents Davis Vision's ongoing investment in the latest technological advancements, robotics and systems, as well as its commitment to quality.

“Enhanced laboratory capabilities keep Davis Vision ahead of the curve with the ever-increasing demand for popular options, such as anti-reflective coatings, while enabling us to manage costs for our clients,” said Davis Vision President Steve Holden. “Over time the new laboratory will expand our daily processing capacity to as many as 6,000 custom orders.”

The new laboratory is significantly larger than Davis Vision’s previous lab, also located in the suburban Philadelphia area, which covered 13,000 square feet. The new facility features a robust infrastructure and will house a Zeiss Anti-Reflective Coating Center, enabling Davis Vision members to enjoy significantly improved delivery times for eyewear jobs that require this popular anti-reflective coating brand.

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Davis Vision's world-class fabrication laboratories utilize total-quality principles to produce the highest-quality eyewear at the lowest cost, and they have been recognized for excellence. All laboratories have earned ISO 9001:2000 certification, the international reference for quality management requirements.

In addition, Essilor of America named Davis Vision its 2007 Varilux Lab of the Year, and also honored the company with an award for 2007 Outstanding Performance in Crizal Anti-Reflective coatings. Davis Vision's fabrication system received full certification from the COLTS Laboratories' "Quality First" program, a leading independent ophthalmic testing organization. The COLTS Quality Seal is testament to Davis Vision's exceptional performance and its demonstrated commitment to "doing it right."

An employee appreciation presentation and laboratory tours will begin at 1:00 p.m. and will continue until 3:00 p.m. prior to the ribbon-cutting ceremony. "We want to thank all of our associates who have worked diligently throughout the year and especially throughout our relocation process," said Holden. "These associates truly exemplify Davis Vision's mission of doing 'whatever it takes,'" said Holden.

**About Davis Vision, Inc.**

Davis Vision, Inc., based in Plainview, NY, administers vision services to over 55 million members nationally through an extensive network of nearly 45,000 participating providers, including ophthalmologists, optometrists, opticians and many of the nation's premier retail centers. Davis Vision's provider network-credentialing program has been certified by the NCQA. For more information about Davis Vision, visit [www.davisvision.com](http://www.davisvision.com).

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