



A HIGHMARK COMPANY

FOR IMMEDIATE RELEASE

Contact: George Yanoshik, Jr.
Highmark Inc.
717-302-4251
george.yanoshik@highmark.com

**Davis Vision, Inc. Names Tom Davis Executive Vice President
and Chief Marketing Officer**

Plainview, NY (Nov. 11, 2008) – Davis Vision, Inc. has named Tom Davis executive vice president and chief marketing officer. In this new position, Mr. Davis will be responsible for all sales and marketing activities for Davis Vision, including new regional marketing strategies. Davis Vision, Inc. is one of the nation’s largest managed vision care companies and is headquartered in Plainview, NY.

No newcomer to the vision industry, Mr. Davis has most recently served as executive vice president for Spectera/United HealthCare Vision where he was responsible for managed vision care services for commercial, Medicare, Medicaid, health plan and affinity managed vision care lines of business. He also has served as the company’s chief marketing officer and senior vice president of sales. In addition, Mr. Davis has served as regional vice president, regional sales manager and as an account executive for Vision Service Plan (VSP).

“Tom brings over two decades of industry experience to his new role at Davis Vision. He is a seasoned executive with outstanding credentials and leadership skills,” said Steve Holden, president of Davis Vision. “Tom will be an asset to the Davis Vision management team as we continue to grow our business and enhance our presence as an industry leader.”

Mr. Davis was the founding president of the National Association of Vision Care Plans (NAVCP) in 2003, and served as a board member of the organization from 2003 to 2007, and as vice president of marketing from 2004 to 2007. He also was editor of the NAVCP newsletter, *Insights*, and received the 2007 President's Award for outstanding contributions to the vision care industry. Mr. Davis has served as a consultant to leading managed vision care providers, vision retail and to the lens manufacturing industry. He also has volunteered with the U.S. Swimming Association, the U.S. Gymnastics Association, and as a youth soccer coach.

Mr. Davis holds a bachelor of science degree in Finance and Business Administration from Ball State University. He has been licensed by the Indiana Department of Insurance as a life and health insurance agent since 1987.

"For many years in past roles I have looked at the Davis Vision organization as a leader and innovator," said Mr. Davis. "I am truly excited to now have the opportunity to expand Davis' sales capabilities to new markets, and bring a leading quality managed vision care product to companies and members who are looking for the most value-driven benefits available in the industry, especially in an economy where every dollar means so much to the consumer."

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 ranks among the nation's largest managed vision care companies. It provides comprehensive coverage to more than 55 million individuals nationwide including 20 million funded members and an additional 35 million discount members.

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, Inc. is the only vision care preferred provider organization to receive accreditation from The Joint Commission. Its provider network-credentialing program has also 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. Davis Vision is based in Plainview, NY. For more information about Davis Vision, visit www.davisvision.com.

###