



February 21, 2012

Dear Valued Provider:

Thank you for participating in the Davis Vision provider network. We value and appreciate your partnership. I write to you today to provide an update on recent business activities related to our ophthalmic lens manufacturing network.

As you may know, IUE/CWA Local 81408, the optical workers union representing associates at our Newtown Square, Pa. eyeglass manufacturing facility, went on strike on Jan. 23. This past weekend, the union agreed to terms of a new contract and ended its strike. I am pleased to tell you our associates returned to work on Monday, Feb. 20, and they have resumed their support of you and our members.

In addition to the Newtown Square strike, we have also experienced record order volume in January and February, resulting in slower turnaround times for some of your ophthalmic manufacturing jobs. With the strike ended, we are refocused on ensuring we are staffed to support this increased order demand.

For the fastest turnaround on your specific lab orders during this high volume time, please use the online resources at [www.davisvision.com](http://www.davisvision.com) to place orders and check job status. This is the most efficient way to ensure your eyeglass orders are turned around as quickly as possible.

We appreciate your support and patience during the past few weeks, and we will continue to always strive to produce the high-quality eyewear you expect and your patients deserve.

Attached is a copy of a media release we issued earlier this week regarding the conclusion of the Newtown Square strike. Our entire workforce is committed to operating with quality and service for our providers and our members, and a renewed and committed approach to our business begins today.

Your business is important to us, and all Davis Vision associates remain committed to bringing our members and patients to your practice. Like you, we have always been a "quality first" company, and we will remain that way. As we look ahead, I wish you a prosperous year and thank you for entrusting Davis Vision as a valued business partner.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Holden", with a horizontal line drawn underneath.

Steve Holden  
President



**FOR IMMEDIATE RELEASE**

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**Davis Vision ophthalmic lab employees agree to new contract and conclude four-week strike**

NEWTOWN SQUARE, Pa. (Feb. 20, 2012) – The International IUE/CWA Union and its Local 81408, representing the associates at Davis Vision's Newtown Square, Pa. eyeglass manufacturing facility, agreed to terms of a new contract and concluded their strike on Saturday, Feb. 18. The new contract renews the company's emphasis on production standards, while amplifying the desire to deliver high-quality eyewear to its members and clients. Approximately 115 employees covered under the bargaining unit returned to work today.

"We are pleased that our family of associates has come together to re-invigorate our commitment to 'super serve' our customers by producing high-quality eyewear in a timely manner," said Davis Vision President Steve Holden.

The new three-year labor agreement brings a renewed emphasis on quality and efficiency.

"By increasing the weight of the 'quality' component of our daily incentive goals at the lab, we more appropriately align the interests of our workforce with quality customer service," said John Kay, executive vice president of manufacturing and distribution.

Union stewards Joe Miller, Marshall Rauh and Ron Taylor echoed this sentiment and have come together to support quality production for Davis members and providers. "We are looking forward to changing our culture to one that is highly focused on continuous improvement and is customer centric," said the stewards. "The vote in favor of the new pact was overwhelming, and the Newtown Square associates are excited to continue to build on their success at this lab. The new contract provides us with a good opportunity to earn incentive pay on top of our wages and benefits."

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