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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 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,



Steve Holden
President