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**Davis Vision and its Associates Support Tsunami Relief Efforts
*Company Matches Employee Contributions, Donates More Than \$26,000***

PLAINVIEW, NY (Feb. 10, 2005) – Davis Vision Associates headquartered in Plainview, NY, along with its Administrative unit in Latham, NY as well as its wholly owned Vision Centers, regional laboratories and service centers throughout the country have joined the global effort to assist those impacted by the devastation of the tsunami which struck many parts of Asia and east Africa in late December. Davis Vision has matched employee contributions, and has made a total donation of \$26,260 to support the American Red Cross tsunami and earthquake relief efforts.

“Our associates consistently contribute to communities where we live, work and play, both through monetary donations and volunteerism. It is also rewarding to also see their compassion at work beyond New York and our locations throughout the country, help those in need who are thousands of miles away” said Walt Froh, President of Davis Vision.

Davis Vision and its parent company, Pittsburgh PA-based Highmark Inc. join corporations and individuals nationwide and worldwide, by contributing to relief efforts. Highmark Inc, has also matched employee contributions, and together Highmark and Davis Vision contributions have provided more than \$226,000 to the American Red Cross.

“Davis Vision and Highmark employees have a rich history of helping those in need, and it’s within that spirit of helping others – no matter where they are – that our associates have made an immediate and tremendous contribution to individuals and families in far-away communities,” said Froh.

About Davis Vision

Davis Vision was the first vision care preferred provider organization to receive accreditation from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Its provider network-credentialing program has been certified by the NCQA.

The company administers vision and eyeglass services through an extensive network of over 17,700 participating providers, which include ophthalmologists, optometrists, opticians and many of the nation’s premier retail centers. The Davis Vision network is open to all licensed professionals who meet its standards and consists of independent optometrists, ophthalmologists, and opticians as well as many of the country’s premier point-of-service retail centers. This blended network provides members with tremendous choice and flexibility.

Davis Vision was acquired by Highmark Inc. in 1996 and is based in Plainview, New York. For more information about Davis Vision, visit www.davisvision.com.

For more information about Highmark Inc., visit www.highmark.com.

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