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**MICHAEL THIBDEAU NAMED
CHIEF INFORMATION OFFICER OF HVHC INC.**

PITTSBURGH, Pa (July 14, 2008) – Pennsylvania-based HVHC Inc., a Highmark company, has named Michael L. Thibdeau, CPA, as its chief information officer. Thibdeau has been senior vice president and chief information officer for Davis Vision since 1997.

In his new role, Thibdeau will be responsible for driving business value to HVHC's customers through the innovative and effective use of Information Technology and business process engineering in the areas of managed vision benefits administration, supply chain management, manufacturing and retail systems. Thibdeau will continue to serve as senior vice president and chief information officer for New York-based Davis Vision.

"In his new leadership role Mike will use his business knowledge and technology expertise to help HVHC Inc. continue to build our integrated vision care delivery system," said HVHC Inc. President and Chief Executive Officer David Holmberg. "This will support our ongoing commitment to customer choice by maintaining a blended network of private practitioners and retail chains to meet the diverse health care and vision care needs of employers and consumers.

The companies that comprise HVHC Inc. help to make the organization one of the nation's largest managed vision care companies in the country, providing comprehensive coverage to more than 55 million individuals nationwide including 20 million funded members and an additional 35 million discount members.

HVHC Inc. acquired ECCA in 2006. As a wholly owned subsidiary of HVHC Inc., ECCA operates and/or manages more than 500 optical retail stores in 36 states. The company offers frames, lenses, accessories and sunglasses in retail operations under 11 regional chains, each a recognized leader in its respective market.

ECCA employs nearly 5,000 people throughout the United States. Its retail locations joined the 89 other optical retail sites owned by HVHC – including locations in New York, New England, and Pennsylvania.

In 2005 HVHC acquired Viva International Group, a New Jersey-based ophthalmic and sunglass design and distribution company. The purchase of Viva and the acquisition of ECCA have enabled HVHC to provide clients with a full spectrum of vision products and services with a fully integrated delivery system.

Prior to Davis Vision, Thibdeau was an executive vice president for Novalis Corporation, a managed care technology and consulting company and second vice president with Lincoln National Corporation's Employee Benefits Division in Fort Wayne, Indiana.

Thibdeau also has worked in the health insurance and managed health care arena as vice president of financial services of the Albany, New York division of Empire BlueCross Blue Shield, and was a vice president and chief financial officer for Blue Cross of Northeastern New York. He is a magna cum laude graduate of the University of Maryland and a licensed Certified Public Accountant in the State of New York.

About HVHC Inc.

HVHC Inc. is the owner of Davis Vision, Inc., Viva International Group and Eye Care Centers of America. Together, these companies rank among the nation's largest managed vision care companies, providing comprehensive coverage to more than 50 million individuals nationwide including 20 million funded members and an additional 35 million discount members.

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.

About Viva International Group

Established in 1978, Somerville, NJ-based Viva International Group has steadily grown to become a worldwide leader in ophthalmic frames and sunglass distribution and manufacturing. In February 2005 Viva became a subsidiary of HVHC Inc.

Viva was one of the first American eyewear companies to expand internationally and currently has five direct sales offices in the United Kingdom, France, Brazil, Canada and Hong Kong. Joint ventures and direct sales forces are also maintained in Australia, Austria, Germany, Japan, Mexico, the Netherlands, Portugal, Spain and Switzerland. In total the company has global distribution in more than 60 countries. For more information about Viva International Group, visit www.vivagroup.com.

About Eye Care Centers of America, Inc.

With more than 500 retail stores in 36 states, Eye Care Centers of America, Inc. is the third largest retail optical chain in the U.S. The company's retail operations include EyeMasters, Binyon's, Visionworks, Hour Eyes, Dr. Bizer's VisionWorld, Dr. Bizer's ValueVision, Doctor's ValuVision, Stein Optical, Vision World, Doctor's VisionWorks, and Eye DRx. Founded in 1984, the company is headquartered in San Antonio, Texas. For more information about Eye Care Centers of America, visit www.ecca.com.

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