

FOR IMMEDIATE RELEASE

**MICHAEL KINCAID NAMED EXECUTIVE VICE PRESIDENT
AND CHIEF FINANCIAL OFFICER OF HVHC INC.**

PITTSBURGH, Pa. – Pennsylvania-based HVHC Inc., a Highmark company, has named Michael Kincaid as its executive vice president and chief financial officer. Prior to joining HVHC, Kincaid served as senior vice president of finance, chief accounting officer and assistant secretary for specialty retailer Chico's FAS, Inc. in Ft. Myers, Florida.

“As we continue to build an integrated customer strategy at HVHC, I am pleased to announce the appointment of Mike to his new leadership position,” said HVHC Inc. president and chief executive officer David Holmberg. “His background will help to enhance our ongoing commitment to customer choice and meeting the diverse needs of the employers and consumers we serve in the vision industry.”

The companies that comprise HVHC Inc. include New York-based Davis Vision, Inc., New Jersey-based Viva International Group and Texas-based Eye Care Centers of America.

In his new role, Kincaid will be responsible for the overall integrity of all financial systems including data, information, activities, processes, capital, expenses, cash and other resources. In addition, he will oversee operational and strategic planning for HVHC Inc. and all of its lines of business.

“I am extremely pleased to join the HVHC team,” Kincaid said. “It is a privilege to join such a dynamic company and successful management team, and I am looking forward to the opportunity to continue to build on the integrated customer strategy at HVHC. I believe the company has tremendous opportunities ahead, and I am excited about helping the team further maximize HVHC's potential.”

In addition to his work for Chico's FAS, Inc., a \$1.7 billion company for its most recent fiscal year which ended in February 2008, Kincaid also held executive-level finance positions with Tractor Supply Company, Revco, and PriceWaterhouse.

Through the implementation of an integrated, multi-regional business design for the managed care, wholesale and retail divisions of the company, the family of HVHC companies is committed to customer choice by maintaining a blended network of private practitioners and retail stores to meet the diverse vision care needs of employers and consumers.

About HVHC Inc.

The HVHC Inc. group of companies includes New York-based Davis Vision, Inc., New Jersey-based Viva International Group and Texas-based Eye Care Centers of America. Together, these companies rank among the nation's largest vision companies.

About Davis Vision, Inc.

Davis Vision, Inc., one of the nation's premier vision care companies, has been providing comprehensive vision benefits for nearly 45 years, and currently serves over 55 million individuals nationwide. 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. 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. 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 400 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, TX. For more information about Eye Care Centers of America, visit www.ecca.com.