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Contact: George Yanoshik, Jr.  
Highmark Inc.  
717-302-4251  
[george.yanoshik@highmark.com](mailto:george.yanoshik@highmark.com)

**Davis Vision, Inc. Board of Directors Names Steve Holden President**

*Joseph Carlomusto Retires Following Over Two Decades of Service*

PITTSBURGH, Pa (August 4, 2008) – Pennsylvania-based HVHC Inc., a Highmark company, today announces a leadership change at Davis Vision, Inc. Steve Holden has been named president by the Davis Vision Board of Directors, and he will succeed Joseph Carlomusto who retired from this position after more than two decades of service. Davis Vision, Inc. is one of the nation's largest managed vision care companies and is headquartered in Plainview, NY.

No newcomer to the vision industry, Holden is past president and a founding board member of the National Association of Vision Care Plans and is former president of Cole Managed Vision before its sale to Luxottica. A 32-year veteran of the health care industry, he began his career at American Hospital Supply and Baxter Healthcare, holding senior positions before focusing his career on pharmacy benefit management at both Caremark and Value Rx, now a part of Express Scripts. He has also had experience in OD education, disease management, medical devices, home healthcare, and healthcare systems and services.

“Given Steve’s extensive industry experience, we know that Davis Vision is getting a seasoned executive with outstanding credentials and leadership skills,” said HVHC president and chief executive officer, and Davis Vision chairman of the board David Holmberg. “He will be an asset to HVHC and the Davis Vision management team as we continue to grow our business and enhance our presence as an industry leader.”

A certified public accountant, Holden holds a bachelor's degree in economics, math and physics and a master's degree in finance from the University of Denver. Married with two grown sons who reside in the Midwest, he currently serves on the board of Small Champions, a Colorado grassroots charitable foundation that provides programs for young children with diverse disabilities such as cerebral palsy, Down Syndrome, blindness and autism. He is also active with the Eagle Valley charitable foundation in Vail, Colorado.

I am very excited to become a part of the HVHC and Davis Vision families," said Holden. "I believe we are well positioned to continue to grow and prosper within a very competitive industry."

"We are very grateful to Joe Carlomusto for the many contributions that he's made to the company during the last 22 years," said Holmberg. "He joined Davis Vision in 1986, during an exciting period of company growth and development. His contributions and dedication in growing the business along with commitment to public responsibility and corporate image, helped to make Davis Vision, by far, the largest and most respected provider of vision care services in the East, and second largest nationally."

#### **About HVHC Inc.**

HVHC Inc. is the owner of 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., 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](http://www.davisvision.com).

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