

NEWS RELEASE

For Immediate Release

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Coburn Technologies Introduces New Freeform Lens Design Software, *Novar Freeform Designer*

SOUTH WINDSOR, CT – Coburn Technologies, a leading provider of end-to-end customer solutions to the world's ophthalmic lens processing industries, introduces a new freeform lens design software, *Novar Freeform Designer*.

Through an agreement with Oplens S.A., a leader in the development and production of ophthalmic lenses, Coburn now offers the Novar Freeform Designer on an exclusive basis in the United States and Canada, as well as a non-exclusive basis in the rest of the world.

“We are excited to offer Novar Freeform Designer in our product portfolio,” states Alex Incera, President of Coburn Technologies. “We have been exploring and testing various lens design systems for several years, and found that the Novar Freeform Designer is a perfect fit for labs wanting to offer a premium quality, private labelled digital designs or offer lower cost, non branded lenses. With the advanced technology of the Novar Freeform Designer, laboratories are able to compete on an equal footing with the biggest and best lens companies in the world.”

Novar Freeform Designer has been in development for over seven years, and has already been successfully utilized on tens of thousands of lenses. The software can be implemented on a broad variety of laboratory management systems and surfacing platforms, including Coburn's Cobalt System, as well as that of other major equipment manufacturers.

Advantages of the Novar Freeform Designer include:

- Continuum Design Technology, a novel and proprietary approach developed by Oplens, which allows the modelling of a continuous optical surfaces without resorting to interpolation and with an infinite amount of control points for wider visual fields, higher levels of comfortability, and a greater degree of personalized ophthalmic lenses tailored to each users requirements
- A broad variety of multi-purpose progressive designs including First, Precisa, Precisa Short, Evolution, Evolution Short, Office and Geo, as well as several specialty progressives including Indoor, Outdoor, Drive and Relax. Even occupational designs, such as Office, depending on the customer's preference.
- Several blended bifocals, such as Kriptok, Ultrex, which utilizes Oplens proprietary technology, and even includes a single vision aspheric and a single vision aspheric atoric, Geo.

- Unlike any other product offered in the market, this product is available on a click fee basis, a monthly flat fee basis, an unlimited flat fee basis, and any combination thereof.

The company offers a 30-day trial for anyone interested in testing the product on a risk-free basis.

Coburn Technologies will showcase Novar at their booth (LP6075) at this year's Vision Expo West conference in Las Vegas, Nevada. For more information, visit Coburn online at www.coburntechnologies.com, or call 1-800-COBURN-1 for pricing and additional details.

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About Coburn Technologies

Coburn Technologies, Inc. (<http://www.coburntechnologies.com>) is the world's leading provider of computer-integrated ophthalmic lens processing systems and ophthalmic instruments. We design, manufacture, and service software equipment and supplies used in all aspects of surfacing prescriptions in lens blanks, coating and finishing lenses to fit into patient frames. We provide a broad range of diagnostics, refraction and retinal imaging equipment for a more complete solution to the eye care professional. Coburn Technologies is American owned and globally headquartered in South Windsor, Connecticut USA.

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About OPULENS S.A.

Opulens S.A. (<http://www.opulens.com.ar>) is a leading research and development technology company specialized in the design and manufacture of ophthalmic lenses. They are one of the only laboratories in the world to provide digital lenses to the international market, and were the first Latin American company producing custom lenses using freeform technology. Opulens S.A. is worldwide company based in Buenos Aires, Argentina.