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**1-800 CONTACTS creates new senior management position – Vice President of Store Operations – and taps Wal-Mart optical executive Dr. Mark Travis to fill the role; Dr. Travis will be key liaison with Wal-Mart stores and ODS as part of the company’s major partnership with this global retailer**

**Draper, Utah (release date)** 1-800 CONTACTS, the world’s largest contact lens store™, has created a new senior management position – Vice President of Store Operations, and announced today that Dr. Mark Travis, a top optical executive at Wal-Mart, will fill the new role.

In making the announcement Brian Bethers, President of 1-800 CONTACTS, said Dr. Travis “has been a significant contributor to our integration efforts with Wal-Mart and a supportive of the alliance vision. His knowledge of the Wal-Mart culture coupled with a firm commitment to achieve our mutual goals and objectives, makes him an ideal candidate for this position.”

As Vice President of Store Operations, Dr. Travis will lead the company’s efforts to continually improve customer service, sales and profitability for the 1-800-CONTACTS/Wal-Mart optical alliance within Wal-Mart’s Health and Wellness Division. He will also be responsible for providing insight and leadership in defining areas where 1-800 CONTACTS can work more closely with Wal-Mart affiliated ODS. Dr. Travis will report directly to Bethers and relocate his family to Draper, Utah, headquarters of 1-800 CONTACTS.

Most recently, Dr Travis has been Senior Director of Wal-Mart’s Health and Wellness Division and prior to that Senior Director of Wal-Mart’s Vision Center Operations, and Director of Professional Relations. He was an independent optometrist from 1999-2004. He graduated Summa Cum Laude from the Southern College of Optometry in Memphis, Tennessee in 1999 and received his B.S. degree in biology at the University of Arkansas at Fayetteville in 1995. While Senior Director of Wal-Mart’s Health and Wellness Division, he oversaw business operations for Wal-Mart Pharmacy and Vision Center operations in a nine-state region.

**Background on 1-800 CONTACTS**

1-800 CONTACTS, based in Draper, Utah, is the world’s largest contact lens store. The company stocks almost 10 million [contact lenses](#) and delivers over 150,000 every day directly to customers. 1-800 CONTACTS has delivered over 16 million orders to more than five million customers since the company was created in 1995. Through its easy-to-remember, toll-free telephone number “1-800 CONTACTS” (1-800-266-8288) and its Internet Web site, [www.1800contacts.com](http://www.1800contacts.com), the company sells all of the most popular brands of contact lenses including [Acuvue Oasys](#), [Acuvue Advance](#), and [Focus DAILIES](#). High volume, cost-efficient operations enable 1-800 CONTACTS to offer products at competitive prices while delivering a high level of customer service. 1-800 CONTACTS has received the prestigious Alfred P. Sloan Award for Workplace Excellence and Flexibility in 2007 and 2008 and won Utah’s Work/Life Awards: Utah’s Best Place to Work award for six consecutive years between 2003-2009. Additionally the company has been recognized as “Best of State” in the state of Utah for call centers in 2007 and 2009 and won the American Heart Association’s 2008 Fit Friendly Companies award.

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