

Walmart Doctor Partners,

We are excited to inform you of new offer that will be made available in Walmart for a limited time during back to school season!

Effective July 9th through October 31, 2009, Temporary Retail Changes (Limited Time Offer):

- **Acuvue[®] Oasys[™] Was: \$33.99 Now: \$29.99 Annual Supply (8 boxes) \$25.99**
- **Acuvue[®] 2[™] Was: \$18.99 Now: \$16.99 Annual Supply (8 boxes) \$12.99**
- **\$32 Instant Savings still apply to all 8 box purchases above**

Program Highlights:

- New program offers. Walmart doctor partners have asked for better pricing on leading brands and we are delivering.
 - Acuvue[®] Oasys[™] is the #1 Doctor Prescribed brand in the U.S.
 - Acuvue[®] Oasys[™] has a 90% retention rate which helps drive annual exams
- Direct to consumer marketing to help drive traffic to your offices

In Market Communication Plan:

- Walmart **TV spots** to begin airing August 15th for approximately 4 weeks
- Walmart Circular week of August 16, 2009
- Consumer Relationship Marketing to 3.3MM households focusing on Acuvue[®] Oasys[™] to help drive more traffic into your offices
- Email blasts to Acuvue[®] heritage users (Acuvue[®] 2[™]) to help drive them to ask for newer technologies while visiting your office.

Recommendation to help Increase Annual Eye Examinations:

- Recommend "Pre Approving" all contact lens patients for annual supply on prescription.
 - Annual supply purchasers are more compliant and typically return for an annual exam more frequently.
- Speak with every patient about the benefits of purchasing an annual supply and savings they can earn versus single box purchases
 - Vision Center associates can explain prices and savings

Sam's Club

We are also excited to offer savings on these brands in our Sam's NonCostco located Clubs. (Please ask the Sam's Club Optical teams about the limited time offers in these locations.)