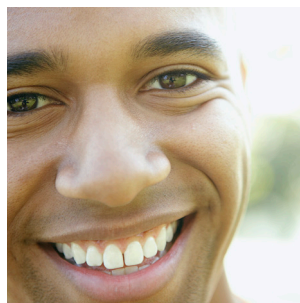




Imagine your life in focus

Your complete guide to laser
vision correction.





Dear LasikPlus Respondent,

Thank you for contacting LasikPlus®. Learning about laser vision correction and researching your options is a critical part of maintaining your eye health. Our team is ready to help you in any way that we can.

You may wonder whether LASIK is the right choice for you. We believe you should have objective information when making a decision about what is best for your vision, eye health and lifestyle. The enclosed booklet may help answer some of your questions.

Your eyes are unique, and the right treatment for them is too.

The best way to get started is to have a thorough LASIK eye exam. At LasikPlus, we provide a comprehensive, 90-minute consultation with an experienced LASIK team. Using the latest technology, we will examine your eye health and vision impairment.

There are many factors that determine if you are a good candidate and we will discuss all of them with you in detail during this complimentary exam. It will allow us to determine if LASIK is right for you - and if so - what type of treatment will best fit your individual needs.

We are ready to help you make the right choice.

Whether you have unanswered questions or wish to schedule a LASIK eye exam, we encourage you to call us at 866-818-2020. There is no charge or further obligation on your part. You can also learn more or book your free appointment at www.experiencelasikplus.com.

We look forward to hearing from you and getting you on your way to a life in focus.

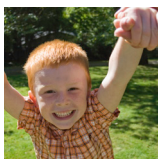
Sincerely,

Your Team at LasikPlus
866-818-2020

Why Choose LasikPlus® above all the others



COMPARE FOR YOURSELF



The MOST RECOMMENDED LASIK provider*
More friends and family members recommend LasikPlus than any other provider because of their excellent experience and results.

The LasikPlus® Advantage Plan
We stand behind our work and are committed to your vision and overall eye health every step of the way.

Investment in multiple types of lasers in each market
100% bladeless approach. We offer individualized treatment by selecting the right technology to achieve the best outcome.†

Ophthalmologists and Optometrists at the forefront of medical procedures
Over 100 doctors sharing cases internally, creating a knowledge base to handle unique and complicated cases.

Nationwide coverage
Road warriors, re-locators and travelers can receive post-operative care at any LasikPlus site in the country.

The preferred LASIK provider for leading Health and Vision Plans
Rest assured that you are placing your eyecare in the hands of a credible, trusted and financially stable company.

COA Technicians
Continually investing in employee training so your eyesight is in the hands of highly skilled staff – from the surgeons to the technicians.

CLEARLY – The RIGHT choice and value for LASIK

	LasikPlus®	Others
The MOST RECOMMENDED LASIK provider* More friends and family members recommend LasikPlus than any other provider because of their excellent experience and results.		
The LasikPlus® Advantage Plan We stand behind our work and are committed to your vision and overall eye health every step of the way.		
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CLEARLY – The RIGHT choice and value for LASIK		

*Most Recommended claim based on customer satisfaction surveys from June 2009-December 2010 from LasikPlus centers with multiple excimer lasers. †Individual results may vary.

Your eyes. Your health. Your choice.

Is LASIK right for me?



LasikPlus⁺
VISION CENTER

LasikPlus.com

Vision correction and you

Your eye health is important, and today you have more options than ever for maintaining it. With advances in technology, more and more people are now considered excellent candidates for laser vision correction.

But people's eyes differ, and not every procedure is appropriate for everyone. How do you decide if laser vision correction is right for you? Having helped more than half a million people through this process, we at LasikPlus have a lot of information to share. We've put together a guide designed to help you make the best decision for your eyes—and your life.

What is laser vision correction?

Today, safe and effective surgical options exist to correct or adjust for a number of vision problems, including nearsightedness, farsightedness, astigmatism, cataracts, glaucoma and even presbyopia. The U.S. Food and Drug Administration (FDA) first

approved laser vision correction technology in October 1995, after more than 10 years of clinical trials. Since then, more than seven million Americans have chosen laser vision correction. The majority of these procedures are done using LASIK, though other options exist.

What eyesight problems can LASIK solve?

LASIK is designed to correct nearsightedness, farsightedness and astigmatism. Another common vision problem, presbyopia, is not correctable, but depending on a combination of factors, adjustments can be made to reduce its effects.

Common eyesight problems

Nearsightedness (myopia)

If you're nearsighted, you can see things up close, but things far away appear blurry. Nearsightedness can be corrected by LASIK.

Farsightedness (hyperopia)

If you're farsighted, you can see far away things better than those up close. Farsightedness can be corrected by LASIK.

Astigmatism

If you have astigmatism, you have a distortion of vision that causes overall blurriness. Astigmatism can be corrected by LASIK.

Presbyopia

Presbyopia is an age-related vision problem that typically begins after age 40 and eventually affects everyone. Your eye's lens loses the elasticity it needs to focus on close-up objects. It is not correctable, though it can be adjusted for using LASIK.



LASIK is not for everyone

Am I a good candidate for LASIK?

Rapid advances in technology mean more and more people are excellent candidates for laser vision correction. How do you know if you're one of them? Generally, you are a good candidate if:

- You are at least 18 years old.
- You are in good general health.
- You have had a stable vision prescription for at least one year.
- You are not pregnant, and have not been pregnant or nursing in the last 6 months.

If you meet these qualifications, you can schedule a comprehensive LASIK eye exam. After the exam, you and your doctor can discuss whether you are a good candidate for LASIK.

When is LASIK not an option?

LASIK will probably not be recommended for people who do not meet all of the criteria listed above. In addition, LASIK may not be the best option for those whose cornea is too thin for the amount of reshaping required, and for individuals at significant occupational or recreational risk for corneal trauma. Again, the only way to know for sure is to have a comprehensive LASIK eye exam with a qualified eye doctor.

What about presbyopia (age-related farsightedness)?

For some time eye doctors have prescribed Monovision contact lenses for patients with presbyopia who do not want to use bifocals or reading glasses. Monovision contact lenses correct one eye for distance vision, and correct the other eye for seeing close-up. While Monovision lenses can take a bit of getting used to, most often the brain and the eyes quickly adjust and patients report excellent satisfaction.

LASIK Monovision uses the same approach, except that LASIK — rather than contact lenses — is used to correct one eye for distance vision and the other eye for seeing close-up. LASIK Monovision is a safe, effective, and long-term option, although some patients report less than perfect vision and/or slightly decreased depth perception following surgery. If you have presbyopia, talk to your doctor about options.

Can I still correct my vision if LASIK is not right for me?

While LASIK is the most common form of laser vision correction, there may be other options that are better for your unique situation. Non-LASIK procedures include lens implants and other forms of laser vision correction such as Photorefractive Keratectomy (PRK), Epi-LASIK and LASEK. If your doctor recommends a non-LASIK alternative for you, be sure you understand exactly why the procedure is best for your particular needs.

The LasikPlus no-cost, no-obligation comprehensive LASIK eye exam

- Thorough discussion of your eye health and medical history.
- Complete LASIK eye examination, including dilation.
- Past spectacle measurement.
- Computer analysis of your specific visual impairment.
- Measurements of your cornea's thickness and topography.
- Measurements of your pupil size.
- Wavefront measurements (high resolution analysis of your eye's aberrations.)
- A discussion with you about your best options.

You may call one of our LasikPlus specialists at 1-866-818-2020 to discuss any questions you may have.

What to expect from LASIK

How exactly does LASIK work?

LASIK is a minimally-invasive, virtually painless procedure conducted on an outpatient basis in a vision center or an eye surgeon's office. During LASIK, a very thin flap of corneal tissue is lifted from the surface of the eye. A laser then uses cool beams of light in short pulses to reshape the corneal tissue so that it focuses light on the retina. After the reshaping, the flap is replaced, where it reattaches without the need for stitches or eye patches.

How long will my LASIK vision correction last?

LASIK and other forms of laser vision correction are designed to offer long-term vision correction. However, everyone's eyes change over time and some patients will in time require retreatment or other vision correction methods. Studies on laser vision correction procedures to date—sponsored by the FDA and other independent government organizations—show excellent vision stability for more than a decade following treatment.

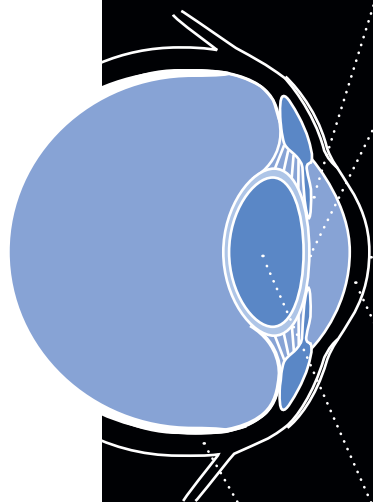
Is LASIK safe?

Laser vision correction is extremely safe when performed by qualified doctors on appropriate candidates. As with any surgical procedure, there are risks and there can be complications, but they are unlikely. In fact, laser vision correction carries less risk of infection than wearing contacts.

What is the LASIK procedure like?

Laser vision correction usually takes between 5 and 10 minutes for each eye, with the actual laser treatment lasting between 5 seconds and 2

Parts of the eye



Iris: The colored portion of the eye, the iris uses tiny muscles to widen and narrow the pupil. Laser vision correction does not directly impact the iris.

Pupil: The dark opening at the center of the iris, the pupil opens and closes to admit the right amount of light to the eye. A careful check of your pupil size should be part of any pre-procedure eye exam.

Cornea: The clear front of the eye, the cornea is most responsible for focusing light on the retina. Laser vision correction sculpts the cornea to ensure the focal point of the light falls on the correct point on the retina.

Corneal epithelium: This is the thin, protective layer of cells over the cornea that is lifted during LASIK. The regenerative epithelium mends itself quickly without stitches.

Lens: The elastic lens becomes thicker and thinner to help the cornea focus light rays. The lens of the eye is not altered during laser vision correction.

Retina: The thin layer of tissue at the back of the eye, the retina sends the electrical signals to the brain that make us see things. Laser vision correction does not alter the retina.

minutes. Eye drop anesthesia is used to numb the eyes; no injections are necessary. Patients experience virtually no discomfort during the procedure, though immediately afterward, some patients report minor discomfort, like having an eyelash or a dry contact lens in their eye. This sensation generally disappears quickly. Improvement in your vision is usually immediate, and continues over the days and weeks following the procedure.

Are there side effects from LASIK and other laser vision corrections?

Although rare, possible side effects vary depending on the type of procedure, equipment used, and the amount of correction required. The most common side effects—which typically resolve themselves in the days and weeks following the procedure—include surface irritation, dry eyes, glare or increased sensitivity to bright light and blurred vision. Some patients experience night vision problems (halos).

These usually go away within weeks or months, and may occur more often in patients with larger pupils and higher degrees of myopia and/or astigmatism.

Serious and/or long-lasting side-effects resulting are rare, but may include over-response or under-response to treatment; corneal infection; loss of best-corrected visual acuity; thinning of the cornea (ectasia), and flap complications. Be sure to discuss any questions you have about possible risks and complications with your surgeon before your procedure.

How soon can I resume my normal activities?

It is recommended that you have a friend or family member drive you home after LASIK. You should be given shields, goggles or glasses and should take a 2-4 hour nap with them on. For the first 24 hours following surgery, protect your eyes by restricting activities to minimal, restful things.

After the first day, you may begin resuming normal activities. Continue to protect your eyes from anything that might get into them. Your vision may fluctuate day to day: this is typical as your eyes heal. It may take 3-6 months for your vision to stabilize. Attend all post-operative evaluations scheduled by your medical team.

Resuming your normal activities after LASIK

After the first day

- reading
- computer work
- watching television
- returning to work
- light exercise

After the first week

- exercise, except contact sports
- wearing eye makeup

After two weeks

- strenuous exercise
- swimming, hot tubs
- contact sports
- lawn mowing, gardening and other outdoor activities

After three weeks

- scuba diving

At LasikPlus Vision Centers, our medical teams do not recommend LASIK for approximately 20% of the candidates who come to us for their comprehensive LASIK eye evaluation.



Choosing a lifetime of eye health

How do I support my vision and eye health for life?

To support your long-term eye health, it's important to visit your eye care physician regularly. And, like everyone, people with corrected vision should take good care of their eyes, keeping them free of irritants and protecting them from injury or trauma.

How do I choose a LASIK provider?

Although elective, laser vision correction is a serious medical procedure and should be performed by a qualified doctor of ophthalmology experienced in laser vision correction. Your choice of a provider should incorporate the reputation of the practice, the LASIK technology used and the surgeon's skill and experience. You should feel comfortable asking a provider questions such as where did you receive your medical degree? How many procedures have you performed? Is there a long-term satisfaction plan in case of necessary enhancements? Be sure you understand your options and don't ever let yourself feel rushed or pressured to make a decision.



At LasikPlus, we offer a Lifetime Satisfaction Plan®. If eligible, you will be covered for issues related to your laser vision correction procedure, including:

- Free unlimited check-ups for one year after your procedure.
- Free follow-up enhancement if the desired correction is not achieved and the LasikPlus medical team is confident that a second procedure will likely improve the outcome.
- Free enhancements for life if your vision drops below 20/40 (or a comparable deterioration if you were not correctable to 20/20 at the time of treatment.)

See the LasikPlus Lifetime Satisfaction Plan® for complete details.

The practicalities of LASIK

Can I afford LASIK?

The price of laser correction vision surgery varies significantly by provider, type of procedure and equipment used. Remember that laser vision correction procedures are intended to achieve long-term vision correction. If you consider the cost of glasses or contact lenses over time, the numbers compare quite favorably.

Does my insurance provide savings on LASIK?

Many health and vision care plans offer members discounts on LASIK if they choose an in-network surgeon. LasikPlus participates in 7 of the 8 largest vision care plans – ask us if we participate in your plan. In addition, many employers offer their employees FSAs (Flexible Spending Accounts). You may be able to maximize your savings by using such an account. Ask your employer for details.

Is financing available? How do I find out about financing options?

Several financing companies offer plans with fixed rates and long-term payments. Most LASIK surgery centers and medical practices work with one of these companies to offer a financing plan. Ask your LASIK provider for more information.

Employer-assisted financing for LASIK

Some companies offer programs to help cover the costs of vision correction. Talk to your human resources or benefits manager.

- **Employer co-pay programs:** some large companies now offer to cover at least a percentage of the costs of a LASIK procedure.
- **Flexible Spending Accounts (FSAs):** an employer-sponsored benefit that allows you to deduct a percentage of your paycheck and use that money to pay for eligible medical expenses on a pre-tax basis. Laser vision correction is currently an eligible FSA expense under IRS guidelines.
- **Health Spending Accounts (HSAs):** a tax-deferred, interest-bearing savings account used to pay for unreimbursed health care expenses. Many patients use their HSAs for laser vision correction.

Financing options available through LasikPlus

- Low monthly payments, no down payment, and no interest for 24 months.*
- Low monthly payments, no down payment, and low interest with plans up to 60 months.**
- Other financing options available to fit your budget.
- Simple, fast and confidential application process.



I might be interested: what's next?

The next step is to visit LasikPlus for a comprehensive LASIK eye exam and consultation to determine whether you are a good candidate for LASIK. Your doctor will review your personal situation with you and determine what the best options are for your vision and your long-term eye health.

The LasikPlus offer: a free comprehensive LASIK eye exam and consultation

Call **1-866-818-2020** (en español 1-866-921-2394)



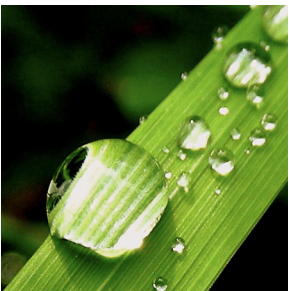
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*Offer is subject to credit approval. No finance charges will be assessed if the amount in full is paid by the due date. If it is not, finance charges will be assessed on the purchase price from the date of purchase at a variable APR of 22.99% (as of Nov. 6, 2008, subject to market changes). A minimum monthly payment of 3% of the balance is required and your payment can be \$59.94 per month for a Traditional VISX treatment. Other financing options are available—call for details. Offer is subject to change.

**Offer is subject to credit approval. Valid on purchases of \$1,000 or more on 24, 36, 48 months and \$2,500 or more on 60 month plan made on CareCredit account. On promo purchase, fixed monthly payments equal to 4.7966% for 24 months, 3.4129% for 36 months, 2.7276% for 48 months and, 2.3216% for 60 months required, but finance charges will be applied to promo balance at a reduced fixed daily periodic rate of .03808% (ANNUAL PERCENTAGE RATE 13.90%) if (1) promo purchase paid in full in 24, 36, 48, or 60 months, (2) any minimum monthly payments on account paid when due, and (3) account balance does not exceed credit limit. Otherwise, promo may be terminated. Standard terms apply to non-promo purchases, optional charges & existing accounts.



Imagine:

- Wearing your favorite pair of non-prescription sunglasses
- Simplifying your morning and evening routine
- Swimming without worrying about your contact lenses
- Seeing your alarm clock crisp & clear when you wake up
- Playing your favorite sport with nothing holding you back