

FDA Approves MEL 80 and VISUMAX Lasers for Use in the U.S.

The FDA recently approved the MEL 80™ Excimer Laser System for vision correction eye surgery. Subsequently the FDA also approved the VisuMax™ Femtosecond Laser for refractive corneal surgery.

“The FDA approval of the MEL 80 for myopic correction is a major milestone achievement in our strategy to provide the most advanced refractive laser technologies worldwide,” said Ulrich Krauss, President and CEO, Carl Zeiss Meditec AG. “With more than 750 excimer systems already delivered to customers around the globe, CZM is well established in the market and the MEL 80 has proven itself as one of the leading excimer lasers.”

Results from clinical studies found that 93% of patients were corrected at three months to 20/20 or better visual acuity. 41% were corrected to 20/12.5 or better at six months (See related article on page 20).

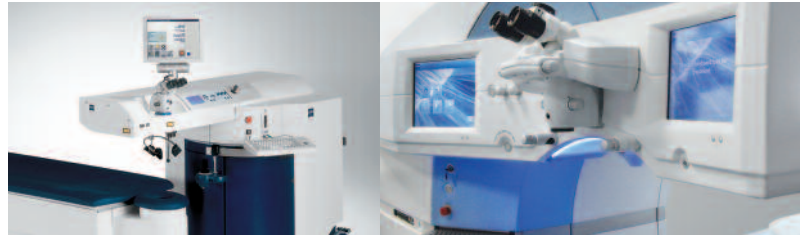
Carl Zeiss Vision Rewards Program Enhances Your Practice

Carl Zeiss Vision, the ophthalmic lens division of Carl Zeiss, has developed a new, ongoing program for eye care practices that dispense ophthalmic lenses. The Carl Zeiss Vision Rewards program helps practices to acquire the products and services they need to deliver the best in patient care and meet their business goals.

Carl Zeiss Vision Rewards members earn dividends for dispensing a selection of premium Carl Zeiss Vision lenses and coatings. Practices can earn Rewards dividends for Carl Zeiss Vision’s most advanced progressive lenses, such as GT2™ by ZEISS. Two premium anti-reflective lens coatings, Carat® Advantage by ZEISS and Teflon® Clear Coat Lenses, are also included in the Rewards program.

Accrued dividends can be applied toward the purchase of any instrument from Carl Zeiss Meditec and to purchases of lens finishing equipment from Santinelli International. Program participants also qualify for preferred pricing on Carl Zeiss Meditec and Santinelli equipment.

Other redemption offerings help practices to educate patients. Two Rewards partners, iPort Media and Eyemaginations, use professionally produced video programs and in-office displays to



The VisuMax laser utilizes the modern femtosecond laser procedure for making corneal incisions. In one clinical study, the VisuMax laser was combined with excimer laser treatment using the MEL 80 (See related article on page 18).

“Our overall strategic intent is to provide not only the most advanced technologies, but also to offer innovative systems that best meet the needs and expectations of our customers,” said Jim Taylor, President and CEO of Carl Zeiss Meditec, Inc.

create awareness of vision issues and educate patients about the products and services offered in your practice. Another partner, Eyes on Hold, provides patient education through on-hold messages on your phone system.

Rewards are designed for maximum flexibility to meet specific practice needs. They can be redeemed for promotional materials, co-op advertising, consumer products such as ZEISS binoculars or cameras with ZEISS lenses, or for staff incentives. Other benefits of membership include staff training and a listing on the Carl Zeiss Vision internet referral service, helping to connect new patients to the practice.

Practices earn dividend points for each pair of qualifying lenses dispensed. Once a minimum of 10 qualifying pairs is reached, dividends are awarded retroactively from the first pair of the month. The practice earns the maximum number of points when the monthly total reaches 50 qualifying pairs.

Once enrolled in the program, dividends accrue automatically and redemption is as simple as a phone call. To learn how to enroll in Carl Zeiss Vision Rewards, visit <http://rewards.vision.zeiss.com> or call Carl Zeiss Vision Customer Service at 800-358-8258.