

FOR IMMEDIATE RELEASE

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INSIGHT SOFTWARE LLC AND Optek ANNOUNCE INTEGRATION IN NEWLY RELEASED MY VISION EXPRESS VERSION 8.0

Miami, Florida, August 7, 2009 -- Insight Software, LLC, developer of My Vision Express software for the eye care industry, and Optek®, developers of LensMate Lab Rx processing software, announced today the release of version 8.0 of the My Vision Express software that features complete integration with LensMate Lab.

My Vision Express now offers retail users the ability to submit Spectacle Lens Orders directly to their laboratory production facility.

My Vision Express 8.0 offers the users the ability to efficiently and accurately transmit spectacle parameters to the laboratory with ease and without double entry. My Vision Express 8.0 can facilitate spectacle lens distribution by each spectacle lens item to multiple laboratory vendor(s)/ or laboratory location i.e (Polycarbonate Hi-Index Lab, CR-39 Lab) My Vision Express 8.0 enhancements also include more manufacturing error checking, alerting the optician of invalid Frame and Lens combinations based on Frame Rx limitations, minimum segment heights, minimum pupillary distance measurements, Frame Size (Blank Cut Out) at time of order entry, reducing restyling due to technical limitations of spectacle lens manufacturing. Dynamic Lens Pricing automatically calculates charges based on the complexity of the Spectacle prescription that includes Power, Prism, Add, Oversized charges.

My Vision Express software is built on .NET enterprise-level technology and Microsoft SQL-Server, the same platform used by many multi-national corporations. Insight Software, LLC has partnered with Optek as an added value to reduce errors and costs. Optek LensMate Lab customers interested in My Vision Express should contact Insight Software at (877) 882-7456 or email at sales@myvisionexpress.com.

ABOUT MY VISION EXPRESS

My Vision Express is an eye care management and point of purchase software. This fully integrated software is extremely user-friendly allowing all personnel to be trained in a short period of time. Integrated features include: Patient Management, Comprehensive Vision Electronic Medical Records (EMR), Order Entry, Inventory, Letters, Insurance, Appointment Scheduling, Accounting, Commissions, Marketing, E-mail, Time Clock, Reporting and more. Visit us online at www.myvisionexpress.com or call us for a free 30-day trial at (877) 882-7456.

ABOUT OPTEK

Founded in 1968, Optek is a world leader in the design, manufacture, distribution, and support of state-of-the-art ophthalmic lens surfacing equipment, systems, and supplies. Optek systems enable customers to produce optically superior lenses with a minimum amount of maintenance and repair. The company's products are used by large wholesale labs, chain stores, and small independent retail shops run by opticians, optometrists, and ophthalmologists. Optek enjoys an industry-wide reputation for precise, rugged equipment and the finest customer support available. From its headquarters in Pinellas Park, Florida, Optek serves the U.S. optical market and optical markets around the world through its distributors

in the U.K., Europe, Africa, and Asia. Visit www.optek-online.com or call 800.524.5454 for more information about Optek products.

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