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**BABY BOOMERS TURN TO ADVANCED TECHNOLOGY
IN BATTLE WITH AGING PROCESS**

ROANOKE, Va. (August 8, 2003) – Today’s image-conscious Baby Boomers no longer have to compromise their visual comfort for their image by squinting or moving their head in awkward directions to see through narrow fields of vision in progressive lenses, or “no-line” bifocals, as a way to treat their aging eyes.

Although a more stylish alternative than conventional bifocals and reading glasses, traditional progressive lenses offer narrow fields of vision that can create blurriness and peripheral distortion when viewing objects close up, such as a newspaper, menu or computer screen. With the new breakthrough technology of DEFINITY™ Lenses from The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc., Baby Boomers can wear a progressive lens that allows them to see naturally and comfortably once again.

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“Baby Boomers no longer have to trade clear vision for their appearance,” said John Hogan, president, The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc. “With DEFINITY™ Lenses, Boomers feeling the effects of presbyopia, an age-related eye condition that causes people to lose their ability to focus, can see the world with a wider field of vision and less peripheral distortion.”

Image-conscious Boomers have said “no” to bifocals and reading glasses and have turned to traditional progressive lenses, despite their limitations. As a result, Boomers are causing the progressive lens market to grow at a rapid pace. In fact, since 1995, the number of progressive eyeglasses sold has grown by 32 percent, and has outpaced the growth of any other spectacle lens category, according to Jobson Optical Group Data Base 2001.

The Technology Behind the Lens

Traditionally, progressive lens wearers experienced unwanted astigmatism, a by-product of progressive optics that causes peripheral distortion and blurriness. Unwanted astigmatism occurs because the progressive lens curve is blended from the top to the bottom of the lens, providing vision correction presbyopes need to see clearly at near, far and in-between distances. With past progressive lenses, unwanted astigmatism was distributed on either the front or back surface of the lens, usually along the nasal and temporal sides of the lens. This creates a narrow “progressive” channel through which

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progressive lens wearers see. DEFINITY™ Lenses, in contrast, use a patented, breakthrough technology, known as DUAL-ADD™, to offset the unwanted astigmatism by dividing the vision correction optics on both the front and back surfaces of the lens. This breakthrough technology provides twice the surface area to optimize the prescription, creates a wider field of vision for seeing at in-between distances and offers smooth transitions between distances.

While the idea of the front-and-back surface progressive design is not new, DEFINITY™ Lenses are the only lenses on the market to maximize the available design space, distributing unwanted astigmatism over both surfaces in complementary, offset patterns to create a softer design. In fact, recent data shows that DEFINITY™ Lenses have a 30 percent wider progressive channel and produce 39 percent less unwanted astigmatism than the leading progressive lenses on the market.[∞]

In addition to the near, far and intermediate distance zones offered by past progressive technology, DEFINITY™ Lenses offer a FOURTH ZONE™ in larger frames to minimize distortion when looking down and may help when walking down steps or navigating uneven terrain.” “Whether reading a newspaper or a menu, scanning the grocery aisle for a product or even walking down stairs, DEFINITY™ Lenses provide excellent vision, especially in situations that are challenging for presbyopes,” said Richard Clompus, O.D., vice president, Professional Affairs, The Spectacle Lens Group

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of Johnson & Johnson Vision Care, Inc.

DEFINITY™ Lenses are also available with GEMCOAT™, an exclusive, anti-reflective and scratch-resistant coating technology that reduces reflection to approximately one percent per surface. GEMCOAT™ is designed as a nine-layer, anti-reflective coating with three quartz-like layers to enhance scratch resistance and ease of cleaning. Now in its first phase of a national roll-out, DEFINITY™ Lenses are widely available across a broad range of prescriptions.

Clinical studies comparing DEFINITY™ Lenses with two of the leading single surface progressive lenses currently on the market showed a statistically significant patient preference for DEFINITY™ Lenses. Two separate double-masked studies, performed in multiple office locations, examined patient preference in several areas, including visual field width; visual comfort; and swim, or distortion. For overall performance, patients preferred DEFINITY™ Lenses three to one over these competitors.†

About the Spectacle Lens Group

The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc., and the DEFINITY™ Lens Laboratory, are located in Roanoke, Va. Committed to employing state-of-the-art technology to improve vision options in the spectacle lens arena, The

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Spectacle Lens Group develops, manufactures and distributes technologically advanced spectacle lenses. For more information on DEFINITY™ Lenses and The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc., visit www.definity.com.

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[∞] Percentages above are from testing in plano/2.00D add lenses. Across the range of add powers (+1.00D to +3.00D), DEFINITY™ Lenses had 31% less peripheral distortion and a 28% wider intermediate channel than Varilux Comfort®.

[»] For lenses with a seg height ≥ 23 mm. DEFINITY™ Lenses have a minimum recommended fitting height of 18 mm.

[†] Data from two multicenter studies. In one study (N=100), 62% of patients preferred DEFINITY™ Lenses, 24% preferred Varilux Comfort®, and 14% had no preference. In another study (N=75), 73% of patients preferred DEFINITY™ Lenses, 21% preferred Varilux® Panamic®, and 5% had no preference.