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**BREAKTHROUGH DESIGN OF DEFINITY™ PROGRESSIVE LENSES IS
HELPING PRESBYOPES CLIMB THE STAIRS TO BETTER VISION**

*Research Reveals Patients Prefer DEFINITY™ Lenses Over Market-Leading
Progressive for Performing Tasks That Require Ground-Level Vision*

LAS VEGAS (Sept. 9, 2004) – Recent clinical tests, sponsored by The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc., show that the patented DUAL ADD® design and exclusive FOURTH ZONE™ of DEFINITY™ Progressive Lenses significantly enhance visual comfort when looking downward and performing dynamic activities that require ground-level vision in fitting heights as low as 18 mm.

Two double-masked studies, conducted at an independent research site, examined the functionality of DEFINITY™ Lenses through a series of static and dynamic vision tests. These studies measured participants' visual comfort preference by replicating everyday tasks that require a downward gaze, such as using stairs, walking across an uneven surface, maneuvering through an office, and viewing items on the floor.

Test results show that DEFINITY™ Lenses provide wearers with significant benefits over the current market-leading progressive in lenses with fitting heights as low as 18 mm. The results ranged from a 5 to 1 overall preference with fitting heights between 18 and 22 mm, to a 30 to 1 overall preference with fitting heights of 23 mm or greater against the market-leading progressive.

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DEFINITY™ Ground-Level Vision Testing – 2

The combined features of DUAL ADD® design and the unique FOURTH ZONE™ contribute to the comfort of DEFINITY™ Lenses for ground-level vision. While DUAL ADD® design reduces unwanted astigmatism and provides smooth transitions between distances, the FOURTH ZONE™ helps to decrease the add power and minimize distortion for a flattened, more natural field of vision. This provides patients with a clearer view when looking at ground level, navigating stairs or walking over uneven surfaces.

"The add power and distortion on the sides of the central near zone in other progressive lenses can make seeing objects at ground level challenging," said Ami Gupta, vice president of research and development, The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc. "The DEFINITY™ Lens was intentionally designed to reduce unwanted distortion and make the change in add power more gradual, increasing the depth of field of objects on the floor when gazing downwards and enhancing visual comfort while performing tasks that require wearers to look down."

Implications for Wearers

According to Gupta, the ground-level vision test results suggest that the design benefits of DEFINITY™ Lenses, including the FOURTH ZONE™, may have a beneficial impact on a patient's lifestyle. "Quality of life is strongly affected by a person's ability to walk with confidence and ease. In fact, especially in older patients, an inability to see clearly when walking may impact a patient's mobility and could increase their risk for injury. Several major prospective clinical trials have recently found positive evidence of the link between vision and incidence of injury to older patients. With the benefit of design features like the FOURTH ZONE™, DEFINITY™ Lenses may help wearers perform everyday activities such as walking up and down stairs and curbs than previously experienced."

DEFINITY™ Ground-Level Vision Testing – 3

In addition to the added benefits for ground-level activities, DEFINITY™ Lens-wearers can also experience an enhanced field of vision especially at intermediate and near zones as a result of the patented DUAL ADD® design, which maximizes the entire available design space of the lens by dividing the add power between the front and back surfaces in complementary, offset patterns. This significantly reduces unwanted astigmatism in the different viewing zones and results in a lens that offers a wide field of vision and smooth transitions between all distances.

About The Spectacle Lens Group

The Spectacle Lens Group of Johnson & Johnson Vision Care, Inc., and the DEFINITY™ Lenses laboratory, are located in Roanoke, Va. Committed to employing state-of-the-art technology to improve vision options in the spectacle lens arena, The 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., call toll-free 800-920-2021 Ext. 3700 or visit www.definity.com.

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