

DAVIS VISION
EYECARE REFRAMED



Update:
Visionworks Retail Stores Rebrand

Davis Vision

As a Davis Vision customer, our **client and member experience comes first.**

We appreciate your trust and continue to make it easier to do business with us at every step of the process.

We are pleased to share some exciting news related to your retail shopping experience and recognize that positive change should be fully transparent to ensure mutual trust.



Visionworks

What is changing and When?

Davis Vision's sister company's retail stores in the Northeast are changing names to Visionworks - beginning November, 2013.

Why change our name?

Consolidating five Northeast regionally well-known brands to one. Supports a national platform to become a recognizable U.S. retail chain. Improve the ease of service to our provider partners and their members, no matter where they live or shop.

Is the Davis Vision Managed Eye Care name changing?

NO CHANGE or IMPACT to your current contractual agreement! Davis Vision managed care is not changing – same great name and service! Same lower out-of-pocket with Davis Vision than other comparable vision plans.

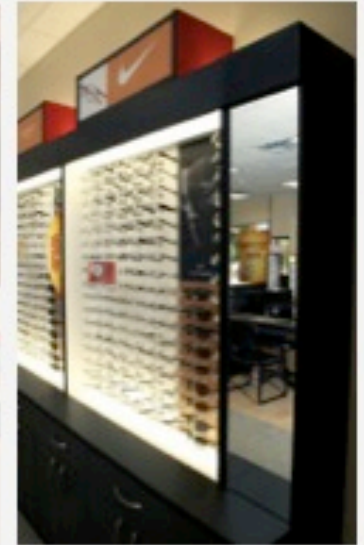
WINTER 2013

Davis Vision
Empire Vision Centers
Cambridge Eye Doctors
Total Vision Care
Vision World



Most Frames, Best People, Right Prices

- Increased national footprint with over 600 stores across the United States and District of Columbia – and growing!
- Increased frame selection with an average of 2,000 frames per store!
- Great selection of fashion brand, exclusive brand and value frames for the entire family.
- Average store has almost 600 frames under \$100. Over half of the total frames priced under \$150.
- Same great Associates and Doctors.
- As a Davis Vision member, receive 50% off a second pair of frames & lenses – only at Visionworks!



What can a Davis Vision member expect to be different?

Members can expect new signs, fixtures, fresh paint & carpet, updated frame selection and a new layout in most stores. They will also find the same Associates and Doctors they have come to trust over the years.

Are stores closing or growing with the rebrand?

Visionworks will increase availability where our Davis Vision members need it most. New stores will both fill in current markets and enter new markets.

Will stores be closed during the remodels?

No, all stores will remain open during the remodels.

When will Customers learn the stores are being rebranded?

Visionworks has incorporated the rebrand message over the past year to all markets stating “soon to be called Visionworks.” By August, pre-rebrand television and radio spots will begin to reinforce the message. Finally, with the name change, the Visionworks “Better You” brand campaign will deliver the brand promise; The Most Frames. The Best People. The Right Prices.



Frequently Asked Questions? (Cont'd)

Will the Davis Vision member benefits change?

No, members will still have access to a wide selection of frames, lenses and contact lenses in all of our stores.

Will Davis Vision change or move their member website? If so, what disruption, if any, to the member will occur?

Davis Vision's member website will remain the same. However, the regional retail sites will be converted to one main website – Visionworks.com – by the end of 2013.

What is Davis Vision going to do to assist in communicating this change to our members?

Davis Vision and Visionworks are committed to informing our members of positive growth and developments. All advertising, in-store signs, incoming calls and Associates in the stores have communicated that these stores are “soon to be called Visionworks” for a year.

We welcome the opportunity to partner with you on your member communication; newsletters, intranet, email blast or a medium of your choice.

