



Five Years in a Row, EyeNet Comes Out on Top for Readership

... ranks #1 in reader frequency for non-peer-reviewed publications

And EyeNet Ranks at the Top for Publication Excellence

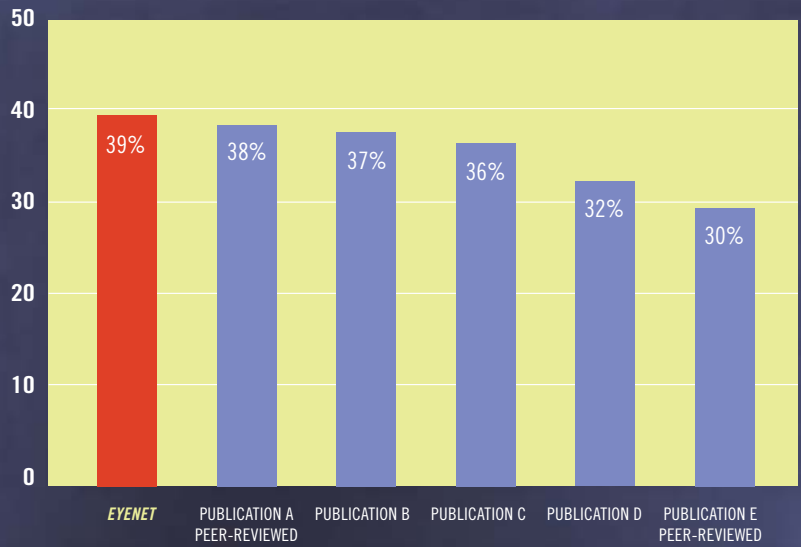
... ranks #2 in overall quality for non-peer-reviewed publications

SOURCE: Nielsen, FOCUS® Eyecare 2009, Ophthalmologists, Table 901, 1001.



High Readers

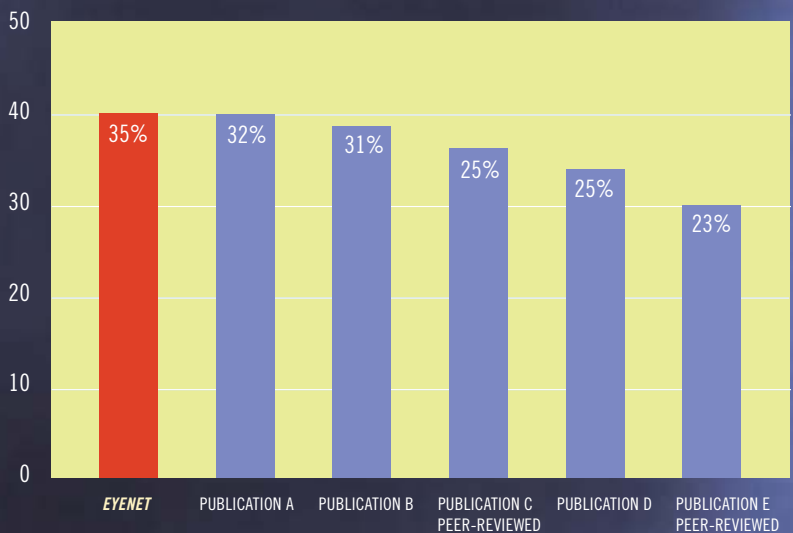
EyeNet ranks #1 out of 22



SOURCE: Nielsen MEDIA-CHEK™ Eyecare 2009, Ophthalmologists, Table 901.

Advertising Page Exposure (APEX)

EyeNet ranks #1 out of 22



SOURCE: Nielsen MEDIA-CHEK™ Eyecare 2009, Ophthalmologists, Table 901.