



FOR IMMEDIATE RELEASE:

AC Lens Celebrates Ten Years of Providing Superior Contact Lens Service

Columbus, OH – May 6, 2005 – AC Lens, a leading online contact lens retailer, has reached its 10-year anniversary, and continues to provide quality contact lens products, excellent service, and competitive prices. The company was founded AC Lens in 1995 and was one of the first to sell contact lenses online when its web-site was launched in 1996. AC Lens has experienced 10 straight years of at least 50% sales growth, including 57% sales growth in 2004, and has been profitable every year since 1996. The company continues to expand its reach, and has sold over 11 million contact lenses to over 300,000 customers.

According to Founder & CEO Peter M Clarkson, MD, “Our company has established itself as a leading online contact lens retailer by focusing on the customer experience and low prices. The AC Lens staff is comprised of customer service specialists who focus all their energy on knowing everything there is to know about contact lenses. AC Lens representatives receive extensive training that enables them to provide expert advice and personalized service to contact lens wearers. Customers can be certain that when they order contact lenses from AC Lens that they will be helped by someone who is a contact lens expert, and not someone who handles a variety of disparate products. “

AC Lens is authorized by the four major contact lens manufacturers, Vistakon, Bausch & Lomb, Ciba Vision, and Cooper Vision, and strives to keep all top brand contact lenses like Acuvue, Focus, SofLens, O2-Optix, Biomedics, and Freshlook in stock and ready for immediate delivery. In addition, shoppers and browsers can seek advice from licensed Doctors of Optometry and visit www.aclens.com/forums/, where AC Lens has offered a contact lens discussion arena to provide a forum for contact lens wearers to share their experiences. The company also acts as the Lifetips.com contact lens guru in order to help answer questions about contact lenses and to keep people informed about contacts in general.

AC Lens has survived the dot bombs and busts because of a drive to expand possibilities. AC Lens has developed technology in-house that gives them the exclusive ability to work directly with healthcare providers and practices wishing to provide a turnkey solution to companies wishing to outsource their contact lens business. AC Lens has developed this technology to offer their patients a simple way to order contact lenses online. This innovation benefits the consumer, the partner, and AC Lens.

AC Lens will continue to expand in 2005, moving into a larger warehouse and call-center facility that is necessary because of the continued growth the company has experienced over the past decade. The move will allow AC Lens to keep its entire warehouse, shipping, and customer service staff in-house, which is a rarity in this day and age. This is just another part of the commitment to excellence that should keep AC Lens growing through the next decade.

About AC Lens

AC Lens is an online contact lens and contact lens accessory retailer and sells brand name contacts, reading glasses, and vitamins and eye drops, directly to consumers via its website at <http://www.aclens.com/>. Operating from a custom-designed call-center and warehouse facility in Hilliard, Ohio, the company has been selling contact lenses online since 1996 and has established a reputation as an on-line leader in service, convenience, and discount prices for consumers.

Visit AC Lens on the web at <http://www.aclens.com/>.

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