



FOR IMMEDIATE RELEASE:

AC Lens Showing Signs of Rapid Growth in 2005

Columbus, OH – August 22, 2005 – AC Lens, the Central Ohio based online contact lens retailer, has been busy as of late. The growing retailer recently moved into a custom-designed warehouse and call center on the west side of Columbus, Ohio. This new facility includes over 10,000 square feet of warehouse space to house the company's growing contact lens inventory, as well as corporate offices, and a 25-seat call center. The company's new headquarters is more than double the size of the previous office in Hilliard, Ohio, where AC Lens had been based since 2001.

Moving the company was no small task, but the move went largely unnoticed by AC Lens customers. "There are numerous details that go into the design and build-out of this type of facility, but it gives AC Lens a great advantage in the quality of service we can provide to our customers," stated VP, Phil Dietrich. "One nice aspect of being in mail-order is that our customers were neither aware of the company's logistical challenges this past weekend, nor do we need to inform them of our new location. As long as our web site address is still www.aclens.com, they know where to find us!"

Established in 1995, AC Lens started selling contact lenses online in 1996. The company has experienced nine straight years of growth, and 2005 will

be the tenth. Through the end of June, sales increased 57% compared to the first two quarters of 2004, and show no signs of slowing. With this type of continued growth, the company had no choice but to make the move.

The increase in warehouse space will allow AC Lens to keep more contact lenses and contact lens accessories in stock. Additional inventory will result in faster delivery times for AC Lens customers and decrease the number of lenses that need to be ordered just in time from the contact lens manufacturers. AC Lens will also keep a larger range of contact lens solutions, reading glasses, and other lens accessories in stock so that they can be shipped with lens orders.

The newly expanded call center will seat up to 25 customer service representatives, each extensively trained in handling contact lens questions. The expansion of the call center allows AC Lens to provide even better phone service to its already satisfied customers.

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 Columbus, 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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