



National Vision, Inc. Announces 2016 Vendor Award Winners

October 21, 2016

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The Richards Group Wins Vendor of the Year for America's Best "Owl Campaign"

Duluth, Ga. (October 21, 2016) - National Vision, Inc., one of the nation's largest optical retailers providing quality, affordable eye care and eyewear, is pleased to announce the winners of its 2016 National Vision, Inc. Vendor Awards.

"We are proud to honor this group of outstanding vendors whose valued partnership this year has helped us better serve our patients and customers," said Reade Fahs, Chief Executive Officer of National Vision, Inc. "Most importantly, each of this year's winners have ultimately helped us impact more lives as we worked together to make quality eye care and eyewear more affordable and accessible to all Americans."

Fahs continued, "We particularly want to recognize The Richards Group as Vendor of the Year. Their conception and development of the 'Owl Campaign' has played a key role in elevating the America's Best Contacts & Eyeglasses brand."

The winners for the 2016 National Vision, Inc. Vendor Vision Awards are:

- **Vendor of the Year – The Richards Group for America's Best "Owl Campaign"**

Presented to the partner that best demonstrates overall commitment to partnership by consistently exceeding partnership goals and advancing the business.

- **Business Management – Century Displays**

Presented to a partner that provides excellence in overall administration and management of the business aspects of the Company.

- **Best New Product – Air Wear Colors by Essilor**

Presented in recognition of a new optical product or promotional idea that adds the greatest value to National Vision through innovation and creativity.

- **Most Innovative Partner – Protiviti**

Presented in recognition of creativity and ingenuity in overall approach to partnership.

- **Account Manager of the Year – Nicole Rund of Harte Hanks**

Presented to an account manager that provides excellence in service and truly demonstrates a spirit of partnership.

"Behind every successful campaign, there's an even better partnership," said Stan Richards, Principal of The Richards Group. "We couldn't be more delighted with our friends at America's Best, nor could we be prouder of the success we've achieved together. Thank you for this honor."

Awards were presented during National Vision, Inc.'s annual Vendor Conference and charity golf tournament event, held October 10th and 11th at Chateau Elan in Braselton, Ga. All proceeds from the event – totaling more than \$320,000 this year – benefit 20/20 Quest Inc., National Vision Inc.'s foundation, which supports organizations helping people in need of vision care and services around the world with monetary and product donations.

National Vision, Inc.'s mission to make quality eye care and eyewear more affordable and accessible is based on the belief that people deserve to see their best to live their best – even people living on a budget. All eye care professionals practicing in National Vision, Inc. locations provide quality eye exams that meet or exceed the standards set forth by the American Optometric Association and the states in which they operate.

For information about National Vision, Inc., please visit <http://www.nationalvision.com>.

About National Vision, Inc.

National Vision, Inc. is one of the largest optical retail companies in the United States with more than 900 stores in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more

affordable and accessible, the company operates five retail divisions: America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, and Vista Optical_s inside Fred Meyer and on select military bases offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

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