



## **National Vision, Inc. Announces Full Range of Digital Progressive Lenses**

October 6, 2016

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#### **One of the First U.S. Optical Retailers to Offer a Family of Digital Progressives Continues to Invest in Technology**

Duluth, Ga. (October 6, 2016) - National Vision, Inc., one of the nation's largest optical retailers providing quality, affordable eye care and eyewear, today announced the launch of a full range of digital progressive lenses. All National Vision, Inc. retail divisions will now offer customers the option to digitally produce customizable lenses to meet precise prescription and framing needs.

"We are excited to offer this full range of digital progressive lenses, combining the best technology with the best value eyewear," said Bruce Steffey, President and Chief Operating Officer of National Vision, Inc. "Over the past several years we have made significant investments in technology. Upgrading our lab equipment across the country, so we can continue to bring greater value to our customers."

National Vision, Inc. operates five retail divisions, including America's Best Contacts & Eyeglasses and Eyeglass World, all of which now offer digital production to completely customize lenses that meet customers' specific prescription and framing needs. In addition to increased precision and choice, digital lenses can help sharpen vision, maximize the optics built into lenses helping to make colors brighter and more intense, and help reduce glare and halo effects caused by light at night or in low light.

"We have spent years researching new designs and utilizing today's advanced technology with computer-aided design and surfacing to produce this family of digitized progressive lenses," said Des Taylor, Senior Vice President of Merchandising for National Vision, Inc. "This technology will provide our progressive lens wearers with clearer vision in every gaze direction and will help all of our customers to see their best every day."

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 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 more information and to find a National Vision, Inc. retailer near you, please visit <http://www.nationalvision.com/who-we-are/our-brands/>.

#### **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<sub>s</sub> 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](http://www.nationalvision.com).

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