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Jobson Medical Information LLC Strengthens Partnership with Shamir Insight Through *Wink* Interactive

NEW YORK, NY, December 11, 2007 — Jobson Medical Information LLC, has secured sponsorship from Shamir Insight, Inc. to fund educational and advertising content for use through the *WinkPad*[™] interactive patient education tool. This sponsorship was established to create an effective marketing channel for consumers to receive educational and product messages individually targeted to them at the point of treatment and sale.

WinkPad is an in-office patient educational tool that provides consumers with needed information related to their specific needs. *WinkPad* presents a unique way to educate patients on eye health and vision correction options while they are in the waiting room. Designed with the patient in mind, *WinkPad*'s interactive nature encourages consumers to learn more about the options available to them during their waiting time, while motivating them to purchase premium products that are beneficial to their vision. For the eye care professional, *WinkPad* offers an interactive and consumer friendly solution that drives sales at the practice level, while enabling the collection of high-value usage and feedback data.

By partnering with Jobson and *Wink* Interactive, Shamir is playing an important role in educating patients on the benefits of premium progressive lenses. Shamir joins a growing number of the industry's leading manufacturers who are taking part in the initiative to fulfill the need for effective patient education in the optical community. As a *WinkPad* sponsor, Shamir has the unique

opportunity to reach the specific patient demographic which will be ideally suited for its progressive lens products. Advertising messages on *WinkPad* will be designed to build customer awareness and promote product knowledge and education, while influencing patient satisfaction, customer loyalty and sell-through.

“With the majority of our advertising directed at Eye Care Professionals, it’s refreshing to be able to use *WinkPad* to target the end consumer, the ultimate recipient of our ReCreating Perfect Vision[®] initiative. By growing the awareness of Shamir’s premium progressive lenses with our consumer base, we can begin to show them that there’s a choice they can make, not just with the frames they choose, but with the lenses that go into those frames,” says Matt Lytle, Vice President of Marketing at Shamir. “With *WinkPad*, we know precisely who sees our ads, and can use these results to measure the success of the program and determine proper ROI. It’s not a shot in the dark. *WinkPad* is truly a revolutionary marketing tool for the industry.”

“We are pleased to have Shamir join us in the mission to offer effective patient education. Together with Shamir’s partnership, we can help practices provide their patients with much needed educational information on premium progressive lens options via *WinkPad*,” comments Marc Ferrara, CEO, Information Services Group of Jobson.

Jobson Medical Information LLC, is currently soliciting additional product category sponsors for *WinkPad* content, as well as identifying practices that are eligible to receive *WinkPads* pre-loaded with content that can be customized to fit the specific needs of their patients.

About Shamir Insight

Shamir Insight, Inc., is a wholly owned subsidiary of Shamir Optical Industries, Ltd., an Israel-based, publicly traded company (NASDAQ: SHMR), engaged in the development, design and manufacture of premium progressive lenses and molds for the ophthalmic industry. Serving as the Sales & Marketing center for the USA, Canada, Central /South America and Mexico, Shamir Insight specializes in the marketing of premium progressive lenses under product brand names such as Shamir Autograph[®], Shamir Creation[®], Shamir Piccolo[®], Shamir Attitude[®], Shamir Genesis[™] and Shamir Office[™], the industry’s leading occupational lens. Exclusively designed with proprietary, patented EyePoint Technology[®], a groundbreaking software program that utilizes ray-tracing to compute optical properties and simulate human vision, this extensive product line is distributed through a network of over 300 Shamir ReCreating Perfect Vision[®] partnering optical laboratories. Shamir Insight employs a large national sales force of Account Executives, many of whom are

ABO-accredited educators who speak on a variety of optical topics to Eye Care Professionals. Shamir Insight is a member of Vision Council of America (VCA) and the Optical Laboratories Association (OLA) and supports VCA's Check Yearly See Clearly[®] program. The company was established in 1997 and is headquartered in San Diego, CA.

About Wink Interactive

Wink Interactive, Inc., through its *WinkPad* interactive media platform, creates unique location-based one-to-one marketing solutions. Its software and media distribution network enables partners to develop and deploy, via a variety of multimedia-enabled devices, compelling interactive “sales amplification” campaigns. Not only are these campaigns designed to ultimately drive sales, but they enhance patient/consumer service, provide product education and enable the collection of high-value feedback data, creating a new, fully actionable marketing channel. *Wink* Interactive is located in Scranton, PA.

Jobson Medical Information LLC produces a broad range of publications, educational programs, enduring educational materials, live events, symposia and websites that reach, teach and influence over one million healthcare professionals every month. The business is built upon an entrepreneurial spirit and its history of successful growth can be attributed to the creativity, talent and efforts of its experienced staff. Jobson Medical Information LLC is headquartered in New York City.

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