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**Wink Interactive and Jobson Publishing
Announce Strategic Partnership**

New York City (March 27, 2006) - *Wink* Interactive and Jobson Publishing have signed an agreement to distribute *WinkPad*[™] interactive educational tools to the eyecare practitioner community. This strategic partnership was established to drive premium product sales at the practice level by delivering the latest product and educational information to the patient while they are in the waiting room.

WinkPads will carry educational content and promotional messages from the supplier community to the patient while they are sitting in the waiting room or in the optical dispensary, further educating them about vision correction options that are available.

Jobson will be soliciting product category sponsors for content, as well as identifying practices that are eligible to receive *WinkPads* pre-loaded with content which can be customized to fit the specific needs of their practice. Jobson will be displaying the *WinkPad* at its booth at Vision Expo East in New York City and will be enlisting practices who would like to have a *WinkPad* in their practice later this year.

Each participating practice will receive a *WinkPad* for a minimal registration fee and will receive monthly reports from *Wink* Interactive analyzing composite patient data detailing patient interests and perspectives on their vision correction needs.

“The *WinkPad* represents an ideal opportunity for our industry to present educational and promotional messages about vision care solutions on a one-to-one basis while the patient is in an ‘open-to-buy’ position, sitting in the waiting room before their eye exam,” says Marc Ferrara, president of Jobson’s Optical Group. “*WinkPad* makes consumer

advertising affordable and trackable in ways never before available to the eyecare industry.”

“Jobson’s unique position within the eyecare industry optimizes the potential of the *WinkPad*,” says Michael Neal, O.D., CEO of *Wink* Interactive. “We are excited by the consumer marketing channel opportunities that Jobson’s network will provide the *WinkPad*.”

For more information, please go to Jobson Booth #3768 at Vision Expo East, contact Marc Ferrara or Joe Savarese or visit www.winkpad.com/pr1 .

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.