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Jobson Medical Information LLC Strengthens Partnership with Carl Zeiss Vision Through *Wink* Interactive

NEW YORK, NY, September 29, 2007 — Jobson Medical Information LLC, has secured sponsorship from Carl Zeiss Vision 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, Carl Zeiss Vision is making a strong commitment to fulfilling the need for effective patient education in the optical community. As a *WinkPad* sponsor, Carl Zeiss Vision joins a growing number of the industry's leading manufacturers who have taken advantage of this unique opportunity to reach a specific patient demographic which will be ideally suited for their products and services. Advertising messages will be designed to build customer

awareness and promote product knowledge and education, while influencing patient satisfaction, customer loyalty and sell-through.

“*WinkPad* is a much needed resource in the waiting room. When you present consumers with an educational tool that is interactive, you instantly capture their attention, making them more open to learning,” says Steve Mitrakos, Carl Zeiss Vision’s Vice President, Marketing – North America. “For many years, Carl Zeiss Vision has been dedicated to optical innovation, and we are pleased to be a part of an initiative that is educational to patients and beneficial to practices.”

“With Carl Zeiss Vision’s partnership, we are excited to provide practices with even more premium product options to offer their patients via *WinkPad*,” comments Marc Ferrara 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 Carl Zeiss Vision

Carl Zeiss Vision is a private company held jointly by Carl Zeiss AG and EQT III fund (“EQT”), headquartered in Aalen, Germany, with North American headquarters in San Diego, CA. Through its ZEISS, SOLA, Teflon® Clear Coat Lenses and American Optical brands, Carl Zeiss Vision works continually to deliver a superior visual experience to wearers and growth to the optical industry.

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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