

Jobson Optical Group and VuePoint IDS Canada Forge Strategic Alliance to Develop North American Communication Services.

Monday, December 8, 2014

GUELPH, ON, Canada. — VuePoint IDS Inc., Canada's leading print and digital eye care publisher, and Jobson Medical Information LLC., have formed a comprehensive multi-year strategic partnership, effective immediately.

The partnership facilitates the Canadian expansion of Jobson's renowned media titles, including *20/20*®, *Vision Monday*®, *VMAIL*® and *Review of Optometry*® in collaboration with VuePoint's recently acquired print and digital publications, including *OPT!K*®, Canada's fully bilingual B2B eye care publication.

Under the terms of the reciprocal and exclusive arrangement, Jobson is the representative of VuePoint in the US market, and VuePoint represents Jobson media titles and services in the Canadian market. In addition to the development of co-branded digital and print publications, the companies will cooperate on a range of services to eye care stakeholders including marketing research, continuing education, interactive services and custom program development.

"We are thrilled to be working with VuePoint IDS and David Pietrobon to extend the reach of our content and brands into the increasingly important Canadian market.

"VuePoint's acquisition of M2L's optical media properties provides it with a solid base of leading information brands, which it can build upon and enhance through its relationship with Jobson," Marc Ferrara, CEO, Information Services Group, Jobson Medical Information, stated. *"In addition, David's extensive years of experience as both an ophthalmic industry executive and a media entrepreneur provides him with a unique and valuable framework which will allow VuePoint to meet the Canadian market's evolving informational needs."*

David Pietrobon, President, VuePoint IDS, stated, *"Partnering with Jobson provides us with access to tremendous world-class resources and capabilities. Combined with VuePoint's Canadian perspective and market-leading access, the arrangement uniquely positions us to provide relevant and essential information to Canadian ECPs and effective communications solutions to all vision care stakeholders."*

More information on the recent acquisition by VuePoint is available here:

<http://infoclip.ca/en/vuepoint-ids-acquires-m2l-optical-media-division/>

About VuePoint IDS

VuePoint provides Canadian eye care industry stakeholders with integrated print and digital communications solutions in both official languages. Publications include *OPT!K™* magazine for eye care professionals, *TMag™* consumer eyewear fashion magazine, B2B electronic newsletters, interactive web sites, and targeted communications services through the VuePoint iCan™ email/fax service. VuePoint provides clients a comprehensive array of services including marketing research, CE course development, and custom program development through its national and international partner network.

About Jobson

The Jobson Optical Group integrates print, web, data licensing and custom publishing solutions to meet the needs of various facets of the eye care industry. As the leading source of information for the worldwide ophthalmic community, the Optical Group caters to opticians, optometrists, ophthalmologists, technicians, wholesalers, laboratories, manufacturers and retailers. Publications and news sources include *20/20 Magazine*, *Vision Monday*, *Review of Optometry*, *Review of Ophthalmology*, and *SightNation.com*.

More information on VuePoint IDS Inc. is available by calling (519) 265-0185.
Email inquiries can be sent to dpietrobon@vuepoint.ca.