

For immediate release

## IRIS THE VISUAL GROUP HIRES ONTARIO DIRECTOR FOR ACQUISITION MODE



Sim Chong  
Director of Business  
Development/Acquisitions  
Ontario Canada

**Ontario (January 13, 2016)** — IRIS The Visual Group, one of the most respected eye care companies in Canada, is excited to announce the appointment of Sim Chong, Director of Business Development/Acquisitions Ontario Canada. He joins colleagues Scott Corbet and Annie Boucher, of the same title for Western and Eastern Canada, respectively. The directors now improve IRIS' reach and mandate to aggressively acquire new locations and integrate them into the IRIS brand and values.

“After playing a key role in initiating the changes to the conflict of interest regulations in optometry, (that came into effect in Ontario April 2014), we are excited to re-dedicate our focus on developing the Ontario market with our proven brand of patient-centric integrated eye care.”- Dr. Daryan Angle, Executive Vice President, Chairman of the Board of Directors.

Sim Chong started his career in the optical industry at his father's optical store at the young age of 13. Along with his knowledge and 40 plus years experience in the optical field, Sim also brings a genuine passion to all his interactions with customers, coworkers and business partners. “People do not care how much you know until they know how much you care.”

**About IRIS The Visual Group** 2015 marked IRIS' 25 years as Canada's largest network of integrated eye care professionals including optometrists, opticians and ophthalmologists. Thanks to this distinctive concept and commitment to excellence, IRIS continues to provide high quality eye care services including LASIK and intra-ocular surgery to hundreds of thousands of patients every year across Canada.

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For more information or to schedule an interview please contact:  
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