



FOR IMMEDIATE RELEASE

HOYA Vision Care Canada celebrates the everyday hero - the Independent Eye Care professional in their latest campaign, BE A HERO – Your Eyes Are Worth Protecting!

Mississauga, ON – March 22nd, 2016. HOYA Vision Care Canada's "BE A HERO" campaign acknowledges and celebrates the everyday Hero – The Independent Eye Care professional. As the Ally of the Independent, HOYA shares their same values and is committed to helping people see their best. HOYA strives to give independent practices effective tools, in order to be successful in such a highly competitive marketplace.

"Independent Eye Care Professionals are everyday Heros and we at HOYA are proud to be their ally and provide them with the very best and latest technology in lens designs and coatings", said Ahmos Henry, President, HOYA Vision Care Canada. "ECPs understand that their patient's eyes are worth protecting and choose HOYA products as their first line of defence. We salute them and want to reward them for purchasing eligible HOYA products and lens coatings."

The "BE A HERO" campaign highlights the iD family of lenses and substrate matched coatings like EX3 and Recharge. These differentiating products provide exceptional quality to the patient while at the same time reward the practice. Participating practices can collect 20 or 40 stickers with the purchase of iD lenses or Recharge and EX3 anti-reflection coatings and redeem them for rewards.

HOYA understands that investing in the well-being of patients means investing in the community. Many practices support charitable organizations that assist vision impaired patients. Practices and patients alike can be proud Heros knowing that when they choose one of HOYA's eligible products from March 1st to July 31st, HOYA will make a donation to the Canadian National Institute for the Blind - CNIB.

ABOUT HOYA

HOYA Vision Care Canada is a division of HOYA Corporation, a global company headquartered in Tokyo Japan with sales of approx. \$5 Billion (CDN), over 34,000 global employees. R&D expenditures are over 4% of total revenue. HOYA Corporation is among the top 100 Business Week technology companies in the world and a leading supplier of innovative and indispensable high-tech products based upon its advanced optics technologies. HOYA is active in two main business segments: The Life Care segment deals in health care related products and The Information Technology segment which handles electronics and imaging related products.

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For more information, interviews and images please
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