

For immediate release

## IRIS THE VISUAL GROUP HIRES LOUIS COTÉ AS DIRECTOR OF LEGAL AFFAIRS



Louis M. Coté  
*Director of Legal Affairs*

**Laval (March 16, 2016)** — IRIS The Visual Group, one of the most respected eyecare companies in Canada, is proud to announce the appointment of well known attorney, Louis Coté, as Director of Legal Affairs.

Mr. Coté, who also holds an MBA, brings to IRIS more than 35 years of experience in the industry. He started his career as a Legal Advisor before he became Deputy Director-General for the Order of Optometrists of Quebec.

Following his extensive experience at the OOO, he joined Greiche & Staff as Vice-President of Franchise Operations and then moved to Vice-President of Legal Affairs and Human Resources. More recently, he was appointed Administrative Director at Optometric Services Inc. Louis was also a lecturer at the University of Montreal's Optometry School, where he taught legislation and professional regulations.

"We are very proud to have Mr. Coté in our network. He will be a great asset in helping our team in the implementation of our expansion strategy. As well, his experience in legal affairs makes him a perfect fit to act as a liaison between IRIS and the professional regulatory authorities of each province" — Dr. Michael Chaiken, Optometrist and VP of Business Development and Regulatory Affairs.

**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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