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Maria Petruccelli joins HOYA Vision Care, North America as Director of Brand Marketing, Americas.

Mississauga, ON – June 13, 2016 – Effective June 1st, 2016 Maria Petruccelli joined the global marketing team of HOYA Vision Care, North America located in Lewisville, Texas in the capacity of Director of Brand Marketing, Americas.

In her new role Maria will lead all marketing activities that pertain to the internal and external promotion of branded product. She will contribute to the overall marketing strategy, act as a liaison with the global marketing team and implement a tactical plan that will position and promote HOYA's branded products in the marketplace. Her contributions will strengthen HOYA North America's marketing efforts. Her focus will be on the US market combined with responsibilities in Canada and South America.

"To say that I personally enjoyed working with Maria is an understatement; she was the main driver behind the successes HOYA experienced in the Canadian market to this day. She will be deeply missed but luckily we will continue to connect with her in her new role." Said Ahmos Henry, President, HOYA Vision Care Canada.

Maria has been a part of the HOYA family for thirteen years and has over twenty-five years of experience in the Vision Care Industry. Maria joined HOYA Vision Care Canada from the time of its inception thirteen years ago and has been instrumental in shaping its strategy and policy. Her HOYA career started as a Sales Representative calling on Eye Care Professionals and has progressively advanced in roles including Regional Manager and Director of Marketing and Professional Services.

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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