



FYidoctors announces appointment of Dino Trevisani to board of directors

Calgary (May 26, 2017) – FYidoctors, Canada's largest and fastest growing eye care company, is pleased to announce the appointment of Dino Trevisani to its board of directors, following the company's 2017 Annual General Meeting earlier this month.

As President of IBM Canada, and a longtime executive with IBM, Trevisani brings diverse leadership experience to the FYidoctors' board of directors. He is passionate about helping Canadian organizations both large and small use innovative technology to transform their businesses and realize their full potential.

"There is no doubt data, technology and omni-channel retailing will play a big role in how our industry unfolds," said Dr. Alan Ulsifer, Chairman and CEO of FYidoctors. "Having a proven leader and entrepreneur like Dino helping shape our strategy will be incredibly valuable. We are determined to be worldwide leaders in this area and are building a powerhouse board and management team to achieve our dream of becoming an iconic Canadian brand."

Trevisani holds a Masters of Business Administration degree from both Queen's School of Business and Cornell's Johnson School of Management. Trevisani currently serves on the Board of Directors of the Conference Board of Canada and as a board member of the Canadian Business/Higher Education Council (BHER), amongst other board appointments.

About FYidoctors

FYidoctors is a private, optometrist-owned and operated eye care company with its home office located in Calgary, Alberta and a fully automated, [freeform](#) laboratory and distribution facility located in Delta, British Columbia. FYidoctors is currently Canada's largest provider of ophthalmic products and services with over 450 optometrists servicing over 260 locations between its corporately owned locations and Vision Source Canada locations. FYidoctors also has Canadian distribution rights to multiple optical and vision products. To learn more please visit fyidoctors.com.

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