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Eschenbach and CNIB Foundation Partnership Announced

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Eschenbach Optik of America Inc., a leading global distributor and manufacturer of premium quality magnification solutions has signed an exciting new partnership agreement with The CNIB Foundation, Canada's largest non-profit serving people with sight loss.

Through this partnership, people with sight loss across Canada—particularly certain segments of the population that have had difficulty getting Eschenbach video magnifiers—will have increased access to Eschenbach's wide range of video magnification solutions through all of the CNIB Foundation's enterprises, including Shop CNIB, Frontier Accessibility and its affiliate organization, Vision Loss Rehabilitation Canada.

In this exciting partnership, Eschenbach expands on its vast eye care professional distribution network and increases the accessibility of its products to a wider range of individuals with sight loss including students and employees in the workforce, a client base the CNIB specializes in serving. Through the partnership, The CNIB Foundation becomes the exclusive supplier of all Eschenbach video magnifier products in select distribution channels in Canada including education, commercial entities, and select government organizations among others. The new partnership applies to all CNIB Foundation locations across the country. Eschenbach will continue working directly with optometry, ophthalmology and opticianry customers, as well as Régie de l'assurance maladie du Québec (RAMQ), in Quebec.

Eschenbach and The CNIB Foundation have a long history of working together, with CNIB offering Eschenbach products to its community members for some time, but never with a formal partnership agreement.

"This partnership marks an exciting time for both of our organizations and for the people we serve. The CNIB Foundation's long history and commitment to meeting the evolving needs of the community makes them well positioned to meet the needs of Canadians with sight loss," says Ken Bradley, President and CEO of Eschenbach Optik of America, Inc. "We are confident that our continued partnership will help to ensure the visually impaired community in Canada can access everything they need and deserve."

"Throughout our long history of working closely together, Eschenbach has always demonstrated their passion for delivering outstanding, innovative products and services," says John M. Rafferty, President of CNIB. "Eschenbach is simply a natural choice for us to partner with. We are thrilled that our organizations will continue to work together to ensure that Canadians with sight loss have access to the high-quality magnification solutions that Eschenbach delivers."

About Eschenbach Optik of America, Inc.

Eschenbach Optik of America, Inc. is the North American subsidiary of Eschenbach Optik GmbH, a world leader in the manufacture and distribution of high-quality vision-enhancing products that improve the safety, productivity, independence, and quality of life of its customers. The company offers eyecare and vision rehab professionals numerous diagnostic assortment options as well as training and consultative support, all of which ensure success for their users who need magnification solutions. For more information, please contact Eschenbach Optik of America, Inc. at (800) 487-5389 / info@eschenbach.com or visit www.eschenbach.com.

About the CNIB Foundation

Founded in 1918, the CNIB Foundation is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy that empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Our work as a blind foundation is powered by a network of volunteers, donors and partners from coast to coast to coast. To learn more or get involved, visit www.cnib.ca.

For more information about this partnership, please contact:



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