



FOR IMMEDIATE RELEASE

NEUROLENS PARTNERS WITH RIVERSIDE OPTICALAB GROUP Ltd A shared commitment to growing independent optometry in Canada

Coppell, Texas, [January 31st, 2022] – As the demand for Neurolenses has grown exponentially in 2021, Neurolens is pleased to announce that Riverside Opticalab Group will be the lab manufacturer and distributor for Neurolens customers in Canada moving forward. With this new partnership, Neurolens providers can expect excellent customer service, superior product quality, a wider product offering and faster delivery times. The Neurolens mission is to go beyond visual acuity by helping people see better and feel better, and this partnership will help enable Neurolens to deliver on that mission in Canada.

“As we strive to deliver a best-in-class experience to our Canadian eye care providers, we have actively sought a production partner that will deliver lenses to our standards while maintaining exceptional customer service,” said Pierre Bertrand, Chief Executive Officer of Neurolens. “Riverside Opticalab Group Ltd has a first-class reputation in Canada, and we knew from our first meeting that they were an ideal partner for Neurolens as we expand our capabilities into this promising market,” Bertrand added.

Current and new Neurolens providers have been transitioning to Riverside Opticalab Group Ltd in a phased approach over the last months to ensure minimal friction for the practices. Feedback from these providers has indicated that the transition process has been relatively seamless, and that the partnership between Neurolens and Riverside Opticalab Group Ltd will have a positive impact on their practice and patients.

Under the leadership of Sylvain St-Gelais President of Riverside Opticalab Group, the organization has become a recognized eyewear innovator and industry pioneer. “Riverside Opticalab Group Ltd has positioned itself as a ground-breaking entity that has brought high-end solutions to our valued customers,” said Sylvain St-Gelais. “Being the manufacturer and distributor of Neurolens is a natural fit as our two organizations are relentlessly customer-centric and committed to giving eye care providers more opportunities to positively impact their patients.”

To learn more about Riverside Opticalab Ltd, please visit <https://riversideopticalab.com/>. To learn more about Neurolens, please visit our website at <https://www.neurolenses.com/>.

###

About Neurolens

Inspired by a breakthrough discovery linking optometry and neurology, Neurolens is unlocking a new dimension of vision care. With patented Contoured Prism technology, Neurolenses are the first and only prescription lenses that go beyond visual acuity to provide *visual comfort* for the 2/3 of adults who complain of headaches, neck/shoulder pain and eyestrain when using digital devices, reading, or doing detail work. The Neurolens Contoured Prism design helps the eyes work together comfortably, bringing the eyes into alignment to relieve painful symptoms. Technology from Neurolens is only available to Independent Eye Care Providers.