

Carl Zeiss Vision Rewards Program 2010

• PARTNERSHIP REWARDS • ELECTRONIC MEDICAL RECORDS • ADVERTISING • DISPENSARY TOOLS • OPHTHALMIC EQUIPMENT •



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CARL ZEISS VISION

Our Crispest, Clearest AR Coating Ever.

Introducing PureCoat™ by ZEISS



VSP® Category D Reimbursement

From the inventors of AR, comes the next generation of anti-reflective coatings

Over seventy five years ago, ZEISS invented AR. Today, PureCoat™ by ZEISS is defining the AR category once again. Engineered with a unique blue hue, PureCoat by ZEISS reduces up to 50% more reflections than other leading AR coatings. The result? A crystal clear view of the world. Plus, superior durability in the form of a tougher, more scratch resistant super-hydrophobic coating, and anti-static technology to help keep lenses cleaner, longer. Clearly, PureCoat by ZEISS is pure vision innovation. It's time to see the world. Not the lenses.



Pure Sight - State-of-the-art anti-static technology sealed with a super-slick, smudge and dirt resistant coating keeps lenses cleaner, longer.



Pure Clarity - Less than 1% luminous reflectance virtually eliminates distracting reflections making crisper, clearer vision a reality in almost any environment.



Pure Convenience - The super-hydrophobic coating makes lenses easy to clean, while the abrasion resistant, ultra-tough hard coat helps extend their life.

Carl Zeiss Vision
USA 1-800-358-8258
www.vision.zeiss.com



Carl Zeiss Vision Rewards 2010

The focus is on your practice.

Delivering the Best

The Carl Zeiss Vision Rewards Program provides the tools you need to deliver the best to your patients and grow your practice.

Premium Progressives and Coatings

As a member of the Carl Zeiss Vision Rewards Program, you can earn dividends when you dispense select ZEISS brand premium progressive and customized lens pairs with Carl Zeiss Vision's performance coatings – PureCoat™ by ZEISS, Teflon® Infinity, Allure AR by ZEISS, Carat Advantage®, and Teflon® Clear Coat Lenses.



160 Years of Precision Optics

The Carl Zeiss Vision Reward Program comes to you from the leader in precision optics. For over 160 years, Carl Zeiss has led the world in optical innovation. The ZEISS name is found wherever the best in precision optics is required, from semiconductor technology and industrial application, to surgical imaging and microscopy, to binoculars and camera lenses. For the eye care professional, we offer a full line of advanced eyeglass lenses and coatings, along with innovative dispensary technologies, all of which combine to create the best visual experience for your patients.

Carl Zeiss Vision is committed to partnering with you to help your practice succeed and grow. We achieve this through our outstanding product line, through innovative in-office marketing materials, and through the Carl Zeiss Vision Rewards Program.

Earn Carl Zeiss Vision Rewards

for the following products:

CUSTOMIZED LENSES BY ZEISS



Zeiss Individual™ PAL: Winner of the OLA Best in Lens Design Award 2009, Zeiss Individual is the first progressive lens to precisely integrate each patient's prescription, facial characteristics and frame choice with a patented Precise-Form™ fabrication process that allows you to provide your patients with a level of personalization never before possible. For fitting heights 13 to 35mm, delivering up to 50% wider fields of clear vision.



Zeiss GT2™ 3DV: Advancing the art of variable corridor customized lens technology, Zeiss GT2 3DV progressive lenses allow you to synchronize frame, lens and Rx in exacting detail, creating peak optical performance for virtually any frame your patient chooses with fit heights 13mm to 35mm.

Zeiss GT2 3D and Zeiss GT2 3D Short lenses are the ideal customized lens upgrade from semi-finished progressives, for patients who want new technology with superior optics and wider fields of view, on a more limited budget. Available in two styles: minimum 17mm fit height (regular), 13mm fit height (short).er.

Zeiss Individual™ SV: Bringing high-performance lens customization to single vision, Zeiss Individual SV is precisely personalized for every wearers Rx, frame and fit to deliver unprecedented visual acuity beyond regular spherical or aspheric single vision lenses.

PROGRESSIVE LENSES BY ZEISS

GT2™ by ZEISS / GT2 Short by ZEISS: OLA Award-winning GT2 by ZEISS was developed using a proprietary design strategy that combines ZEISS legendary optical precision with breakthrough research into visual behavior for the most natural, satisfying viewing experience possible. GT2 Short by ZEISS is uniquely engineered for greater visual satisfaction in small frames with fitting heights as low as 13mm.

PERFORMANCE COATINGS



PureCoat™ by ZEISS: PureCoat by ZEISS provides an unsurpassed combination of clarity, dust resistance and easy cleaning keeping your patients' focus on the world, not the lenses. PureCoat utilizes advanced anti-static technology which keeps lenses cleaner, longer. PureCoat combines its anti-static technology with a super-hydrophobic and oleophobic topcoat that lasts the life of the prescription.



Carat Advantage® by ZEISS: Combines the outstanding scratch resistance of the ZEISS Foundation® hard coat with excellent AR properties and a super-hydrophobic topcoat that repels water, dirt, dust and smudges.

Teflon® Infinity: Carl Zeiss Vision and DuPont have developed the successor to Teflon® Clear Coat Lenses: Teflon® Infinity. The same brand strength, and even better performance with the addition of anti-static technology. It's an outstanding formula for patient satisfaction and practice growth.

Teflon® Clear Coat Lenses: Teflon® Clear Coat Lenses provide durable, scratch-resistant lenses with a super-slick hydrophobic coating.

Allure AR by ZEISS: Provides easy cleaning with its super-hydrophobic and oleophobic topcoat and advanced scratch-resistance.

ALL LENSES ABOVE ARE AVAILABLE AS TRANSITIONS® LENSES



Clear indoors and sunglass-dark outdoors, ZEISS lenses with Transitions® provide convenient protection from glare and 100% UVA and UVB blockage. ZEISS lenses with Transitions® earn the same dividends as clear lenses in the designs listed above.

The Rewards of Dispensing

Earning dividends is easy. Simply dispense a minimum of 10 qualifying pairs per month, and accrue dividends based on the chart below.

Lens Designs	PAIRS		
	10-19	20-49	50+
ZEISS Customized Lenses (with PureCoat™ by ZEISS, Teflon® Infinity, Teflon® Clear Coat Lenses, Allure by ZEISS, Carat® Advantage)			
Zeiss Individual™ PAL	13	15	17
Zeiss GT2™ 3DV	11	13	15
Zeiss GT2 3D	9	11	13
Zeiss GT2 3D Short	9	11	13
Zeiss Individual Single Vision	4	4	4
ZEISS Customized Lenses (without AR)			
Zeiss GT2™ 3DV	7	9	11
Zeiss GT2 3D	5	7	9
Zeiss GT2 3D Short	5	7	9
ZEISS Progressive Lenses (with PureCoat™ by ZEISS, Teflon® Infinity, Teflon® Clear Coat Lenses, Allure by ZEISS, Carat® Advantage)			
ZEISS GT2	8	10	12
ZEISS GT2 Short	8	10	12
ZEISS Progressive Lenses (without AR)			
ZEISS GT2	4	6	8
ZEISS GT2 Short	4	6	8

Dividend Accrual, Redemption and Expiration

Dividends earned on qualifying products are added to the rewards account balance within approximately 30-60 days from the month-end.

A complete W-9 tax form must be on file with the Carl Zeiss Vision Rewards department before any dividends can be redeemed. A W-9 tax form is available for download at www.rewards.vision.zeiss.com. Once the form has been completed, please fax it to the attention of the Carl Zeiss Vision Rewards Program at (724) 453-1394.

Once a W-9 tax form has been submitted, dividends can be redeemed on the Carl Zeiss Vision Rewards website: www.rewards.vision.zeiss.com.

Dividends can be redeemed for the following options:

Direct Rewards: a check or an American Express® Gift Cheque at \$.80/dividend.

Practice-Building: reimbursement checks for Carl Zeiss Vision-approved practice-building purchases at \$1.00/dividend.

ZEISS Brand Building: redemptions are subject to Business Development Representative and Customer Marketing Management approval at \$1.25/dividend.

Merchandise: products are listed at www.rewards.vision.zeiss.com and on pages 6-9 of this catalog.

Dividends accrue based on the calendar year and expire 6 months after the year end. Dividends earned between January 1st – December 31st, 2009 will expire at 12:00 a.m. on July 1st, 2010. Dividends earned between January 1st – December 31st, 2010 will expire at 12:00 a.m. on July 1st, 2011.

ZEISS Merchandise



ZEISS Cap

Brushed cotton sandwich cap in Khaki with Royal accent. Adjustable velcro closure. One Size

Item # ZE01

10 DIVIDENDS



Black Full-Zip Fleece Jacket

Micro-fill full-zip fleece jacket, pill resistant. Outside zippered pockets. ZEISS shield on left chest.

Men's | Sizes: M, L, XL, 2XL

Item # ZE56

Women's | Sizes: S, M, L, XL, 2XL

Item # ZE57

55 DIVIDENDS



Champion® Tagless Ringer Tee

100% cotton, contrasting collar and cuffs. ZEISS shield on left chest, "C" logo on sleeve. Shoulder-to-shoulder taping. Light blue heather body with navy trim.

Sizes: S, M, LG, XL, 2XL

Item # ZE58

15 DIVIDENDS



Glen Plaid Long Sleeve Pima Cotton Dress Shirt

Horizon Blue w/ embroidered logo on left chest.

Men's | Sizes: S, M, L, XL, 2XL, 3XL

Item # ZE66

51 DIVIDENDS



Glen Plaid Long Sleeve Pima Cotton Dress Shirt

1Azalea w/embroidered logo on left chest

Women's | Sizes: S, M, L, XL, 2XL

Item # ZE67

51 DIVIDENDS



Commuter Tumbler

This 16-oz stainless steel travel tumbler has an equalized design for optimal balance, double wall insulation, and spill resistant brushed steel lid with rubber gasket.

Item # ZE14

10 DIVIDENDS



16-oz Ceramic Mug

Item # TF05

10 DIVIDENDS



20-oz Water Bottle

Item # TF04

10 DIVIDENDS



Sony® DSC-W290 Cyber-shot Digital Camera

Featuring Intelligent Auto mode, W290 with a 28mm wide angle lens, automatically detects 8 scene conditions and selects the appropriate camera settings. Face Detection captures faces more naturally and helps prevent blur and more.

Item # ZE60 400 DIVIDENDS



Sony® Handycam HDRCX100 DVD Camcorder

Offers 1920 x 1080 high definition video recording, 4.0 megapixel still image capture, Carl Zeiss® Vario-Tessar® lens with SteadyShot™ image stabilization and more.

Item # ZE61 865 DIVIDENDS

ZEISS Merchandise



Conquest Rifle scope 3-9x40 MC

1 inch tube with ballistic reticle RAPID-Z 600, hunting turret and matte black finish. Classic, all purpose scope offers wide fields of view and sharp images. Perfect for shotguns, muzzleloaders and center fire rifles.

Item # 52 14 60 9971

430 DIVIDENDS



Conquest Rifle scope 4.5-14x44 AO MC

1 inch tube with standard reticle #20 (Z-Plex), hunting turret and matte black finish. High-performance scope for hunting big game, varmints and predators at long ranges, or target shooting on the range.

Item # 52 14 30 9920

598 DIVIDENDS



Conquest Compact Binoculars 8x20 T

Perfect for enjoying nature, sporting events, theater, ballet, opera and concerts. Includes carrying strap and leather pouch.

Item # 52 20 73

336 DIVIDENDS



Conquest Compact Binoculars 10 x 30 T

Perfect for enjoying nature, sporting events, theater, ballet, opera and concerts. Includes carrying strap and leather pouch.

Item # 52 20 74

523 DIVIDENDS



Conquest Rifle scope 3-9x50 MC

1 inch tube with standard reticle #20 (Z-Plex), hunting turret and matte black finish. Great for low light situations common to deer, bear and other large game hunting

Item # 52 14 80 9920

448 DIVIDENDS



Laser Rangefinder 8x26 T* PRF

Award-winning Victory PRF is the finest optics for observation and ranging targets out to 1,300 yards. With Ballistic Information System and LotuTec. Includes Li-Battery, cordura pouch, protective eyecup cap and carrying strap.

Item # 52 14 80 9920

523 DIVIDENDS



Conquest Compact Binoculars 10 x 25 T

Perfect for enjoying nature, sporting events, theater, ballet, opera and concerts. Includes carrying strap and leather pouch.

Item # 52 32 10

380 DIVIDENDS

Dispensary Tools

Penlight

Gloss stainless silver click-switch pen light. Extra-bright, pre-focused high intensity bulb. Two AAA batteries included.

Item # ZE06
10 DIVIDENDS



Lens Marking Pen and PD Ruler

The lens marking pen comes in a box of 12. Stylish powder blue pen writes in Reflex blue. The 15 mm PD Ruler is black and white and features the ZEISS shield.

1 Dozen Pens Item #ZE33 20 DIVIDENDS
PD Ruler Item # ZE45 1 DIVIDENDS



Executive Pen

Ergonomically balanced. This pens comes packaged in a triangle box suitable for gift giving. Wide-diameter comfort with a tapered pocket clip. Refillable black ink.

Item # ZE02
10 DIVIDENDS



Customizable Doormat

Sturdy 3' x 5' gray doormat is a welcome addition to any practice. Can be customized with your practice name displayed above the ZEISS logo. Allow at least 4 weeks for delivery.

Item # MK03
180 DIVIDENDS



Tint Display (without lenses)

Made from durable metal. Four drawers display up to 32 lenses. Each drawer measures 11.375" x 10.5" x 1.5". Stackable option allows for more room and better accessibility when showing various tints.

Tint Display Item # ZE42 40 DIVIDENDS

Single Drawer Item # ZE43 10 DIVIDENDS



UV 400 Sun Meter

Allows you to measure the transmittance or absorption percentage of dangerous UV light in particular lens materials. Unit measures 7.25"W x 7.5"D x 6"H. Weight: 5 lbs.

Item # ZE105
470 DIVIDENDS



Lens Cleaner

Available in two sizes, ZEISS spray cleaners are the fastest, most convenient way to safely clean lenses. Custom imprinting available.

1-oz (case of 60) Item # MI 9041
45 DIVIDENDS

3-oz (case of 24) Item # MI 8961
30 DIVIDENDS



2.5 Gallon Cubitainer

Economical size ZEISS lens cleaner dispenser.

Item # MK00
35 DIVIDENDS



Pre-Moistened Lens Cloths (Case of 24)

Each box contains 21 pre-moistened cloths. Designed for immediate resale. Custom imprinting available.

Item # MI 9018
60 DIVIDENDS



Microfiber Cleaning Cloth (Case of 100)

5.25" x 6.25" brushed microfiber. Comes with clear carrying case and cleaning tips card. Custom imprinting available.

Item # MI 30189
75 DIVIDENDS



Dispensary Tools

Quick Fix Pro Parts Kit

Contains Logic Nose Pads, Safe-Lock Locking Screws, Tap'n'Lok Locking Repair Screws, plus screwdriver kit. Unit measures 7"W x 7"D x 9"H. Weight: 3 lbs.

Item # ZE107
80 DIVIDENDS



Smart System Pro™ Parts Kit

Complete 5-drawer eyewear parts solution. Contains Hilco Logic Nose pads, Safe-Lock Replacement Screws, Tap'n'Lok Repair Screws, and Temple Tips. Unit measures 7"W x 10"D x 11"H. Weight: 5 lbs.

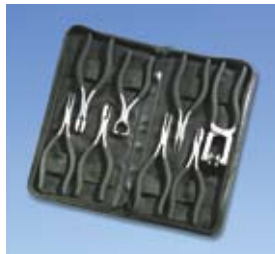
Item # ZE106
130 DIVIDENDS



ErgoPro Plier Kit

The 8 most commonly used pliers for frame adjusting on the market. All ErgoPro pliers carry Hilco's "hassle free" lifetime warranty.

Item ZE100 Adjusting Pliers Only
Item ZE101 Rimless Pliers Only
225 DIVIDENDS



Hilco® Pro Pupillometer

Unit has premium, liquid crystal display, automatic shut-off. 45° angle display. Unit measures 6.25"W x 9.75"D x 2.75"H.

Item # ZE110
380 DIVIDENDS



TempMaster™ Jr. Compact Frame Warmer

Hilco's smaller frame warmer unit contains auto controlled heat (302°F), adjustable frame supports, and lighted power switch with detachable cord. Unit measures 6.25"W x 7"D x 9"H. Weight: 6 lbs

Item # ZE104
230 DIVIDENDS



TempMaster™ Deluxe Hot Air Frame Warmer

Hilco's deluxe frame warmer is specifically designed for plastic frame glazing and adjustments. Unit measures 8.25"W x 12"D x 9"H. Weight: 10 lbs.

Item # ZE103 375 DIVIDENDS



Lens Care Kit (Case of 36)

Includes six pre-moistened wipes, microfiber cleaning cloth, 1-oz spray cleaner, lens care card and screwdriver tool for when you need it most, all in a clear carrying case. Custom imprinting available.

Item # MI 8922
130 DIVIDENDS



Hilco® Pro CD-2800 Ultrasonic Cleaner

Fast, effective cleaning unit is perfect for a single frame or sunglasses. 6-ml tank, plastic basket liner, 3-minute shut off cycle. Unit measures 7.8"W x 5.5"D x 5"H. Weight: 2 lbs.

Item # ZE108 110 DIVIDENDS



Hilco® Pro Ultrasonic Cleaner

Cleans frames and lenses quick and thoroughly. 2-liter tank capacity, automatic timer. Made from stainless steel. Unit measures 7"W x 6.25"D x 8.25"H. Weight: 8 lbs.

Item # ZE102
285 DIVIDENDS



Hilco® Pro Lensometer

Unit provides accurate measurement of single vision and bifocal lenses. Has prism compensation, spherical / cylindrical measurements and tilt adjustment. Unit measure 10.8"D x 5.11"W x 17.9"H. Weight: 12 lbs.

Item # ZE109
700 DIVIDENDS



ZEISS Dispensary Tools

i.Terminal

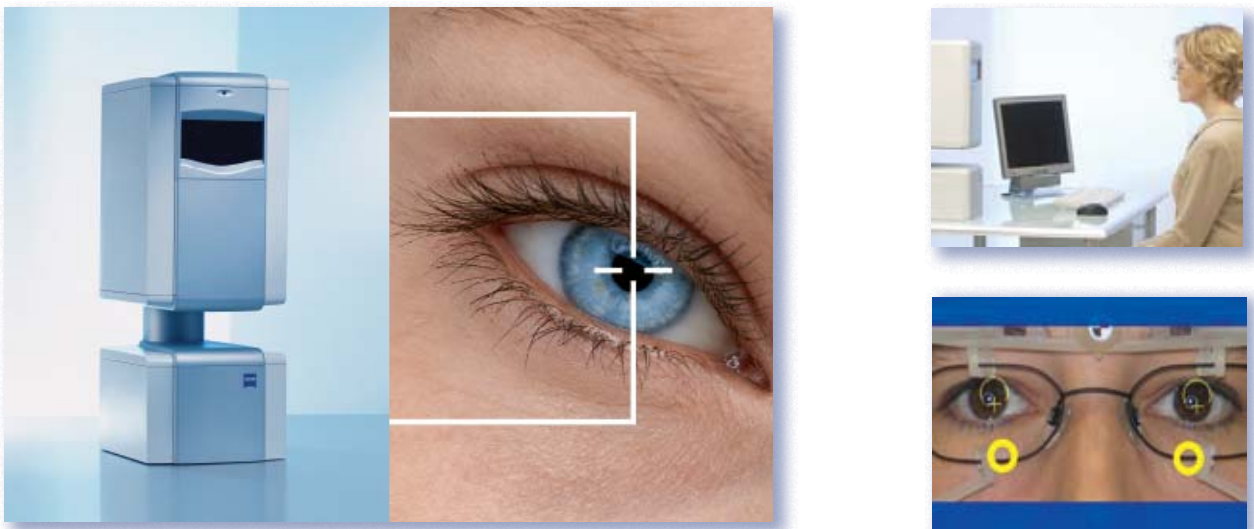
Take your dispensary to a new level.

i.Terminal™ dispensary system by ZEISS

Give your staff the technology to be their best. The i.Terminal™ dispensary system by ZEISS combines breakthrough visual centration technology with interactive patient consultation software to create a new dispensing environment.

- Monocular interpupillary distances, fitting heights, pantoscopic angle, vertex distance and frame wrap automatically, with unprecedented precision.
- Maximizes progressive lens performance through high fitting accuracy.
- Creates photo images that allow patients to see clearly how they will look in their chosen frames.
- Provides interactive demonstrations of lens enhancements.
- Creates an interactive fitting experience that will set your practice apart.

As a Carl Zeiss Vision Rewards Program member, your accrued dividends can be redeemed to offset the cost of an i.Terminal system. For detailed information on i.Terminal by ZEISS, please call **800-201-4143** or contact your local Carl Zeiss Vision Representative.



ZEISS

Preferred Partners: Carl Zeiss Meditec

A New Generation in Ophthalmic Innovation.

Carl Zeiss Meditec supplies eye care professionals all over the world with intelligent tools for efficiently and effectively treating the four main ophthalmic syndromes – vision defects, cataracts, glaucoma, and retinal disorders – from diagnosis to surgery and follow-up treatment.

As a Carl Zeiss Vision Rewards Program member, your accrued dividends can be redeemed and used toward the purchase of any instrument from Carl Zeiss Meditec. You also qualify for preferred pricing on Carl Zeiss Meditec equipment. For detailed information on any instrument, please call Carl Zeiss Meditec directly at 800-342-9821 or contact your local Carl Zeiss Vision Representative.

The following are just a few examples of the Standard of Care products available on the Carl Zeiss Vision Rewards Program from Carl Zeiss Meditec:



The Cirrus™ HD-OCT Model 400

The Cirrus™ HD-OCT Model 400, offering core OCT functionality for retina, glaucoma and anterior segment, Live OCT Fundus™ technology, and the same integrated design as the premium model, was designed with the smaller budget in mind.



ATLAS® Model 9000 Corneal Topography System

The ATLAS® Model 9000 Corneal Topography System is designed for the evaluation of corneal health, pathology detection and management, and contact lens fitting. The patented Placido disk technology, improved with SmartCapture™ Technology, provides more reliable results, even in difficult cases. With PathFinder II Software, this all-in-one system allows you to instantly compare a patient's exam to an extensive clinical database to screen for a variety of corneal conditions and pathologies. Review Software and MasterFit II™ Contact Lens Software are designed to make clinical data and images more accessible for you, while facilitating improved eye care diagnosis and treatment solutions for patients.



VISUCAM PRO NM Non-Mydriatic Fundus Camera

Combining scientific-grade digital sensor technology and legendary ZEISS optics, the VISUCAM PRO NM gives you the ability to photograph through undilated pupils as small as 3.3mm! This unique feature and others like stereo photography and auto-montage facilitate comprehensive viewing of the retina, making it the optimal choice for early detection of diabetic retinopathy and many other ocular conditions.



Humphrey® Matrix™ Visual Field Instrument

Featuring patented Frequency Doubling Technology, the Humphrey Matrix delivers proven diagnostic performance in detecting early visual field loss. The large patient friendly stimulus eliminates the need for trial lens correction or an eye patch for most patients. Patient through put is optimized with rapid suprathreshold and threshold testing. It requires minimal training so it is suitable for any staff member and it performs reliably in ambient light. Operating a visual field instrument doesn't get much easier than a Humphrey Matrix.



Preferred Partner: Eyemaginations, Inc.

Animate. Communicate. Captivate.



The all-new LUMA™ software by Eyemaginations is used throughout the practice to create general awareness of products and services offered while providing explanations to your patients on how and why procedures and services are performed. 3D animations and easy-to-understand narratives give you the tools to educate and communicate more effectively with your patients than ever before. With LUMA, you are able to play all of your Zeiss-branded messaging in your waiting room.

As a member of the Carl Zeiss Vision Rewards Program, you qualify for preferred pricing on the purchase of LUMA. In addition, you can redeem your accrued dividends to offset the cost of purchase.

For detailed information, please call Eyemaginations at 877.321.5481, visit <http://luma.eyemaginations.com> or contact your local Carl Zeiss Vision representative.



Preferred Partner: Eyefinity®/OfficeMate® Practice Management Software

As part of the VSP® family of companies, Eyefinity/OfficeMate is the premier solutions provider serving over 26,000 eyecare professionals with innovative business solutions. Eyefinity/OfficeMate provides Web-based solutions such as frame and lens ordering, claims processing, personalized Web sites with email communication tools, industry webinars and resource guides. Customers throughout the United States and Canada use software solutions including OfficeMate practice management, ReportWRITER patient communications, ExamWRITER electronic medical records and the OfficeMate Enterprise multilocation version.

Eyefinity/OfficeMate has an international presence with its recent acquisition of Monkey Software®, an optical practice management software company headquartered in Melbourne, Australia. Monkey Software's industry-leading solution Optomate® serves more than one-third of optometry offices in Australia and New Zealand.



Preferred Partner: Santinelli International

Perfecting the Art Inside the Frame.

As the only family-owned and operated company in the lens edging equipment industry, Santinelli International has been dedicated to helping eye care professionals grow their businesses for over 35 years.

As a member of the Carl Zeiss Vision Rewards Program, you qualify for preferred pricing on any lens edger from Santinelli International. In addition, you can redeem your accrued dividends to offset the cost of your purchase or financing from Summit Vendor Finance.



- Our Flagship ME Series offers integrated 3D Drilling & Grooving, along with lens faceting, partial grooving and design cut.
- Our LEX Series was designed to meet the demands of the times, including high-base curve, coated and small "B" lens processing.
- Our "entry Level" LE Series has the quality you expect from Santinelli, at a price range for new or budget conscience ECPs.

For detailed information on Santinelli International equipment, please call 800-644-3343 (select option 5) or contact your local Carl Zeiss Vision Representative.



Preferred Partner: First Insight Corporation

An EMR Solution You Control

First Insight® is known for its commitment to revolutionize and lead the eye care industry by keeping up with the latest trends and government mandates. MaximEyes software has helped thousands of eye care professionals improve clinical decision making, enhance documentation, and empower staff to operate an efficient and profitable practice. First Insight has a proven history of building a lasting relationship through responsive, reliable and quality customer care – long after the sale.

The built-in Carl Zeiss i.Terminal integration eliminates the need to rekey fitting measurement data into maximEyes—data automatically transfers to the patient's electronic medical record in one simple process.

As a Carl Zeiss Vision Rewards Program member, you qualify for preferred pricing on maximEyes electronic medical records. You can also redeem your accrued dividends to offset the cost of any First Insight products and services.

For detailed information on maximEyes software, please call First Insight at 800-920-1940, Option 1, visit www.first-insight.com, or contact your local Carl Zeiss Vision Representative.



MaximEyes® by First Insight®
Paperless Practice Management and
Electronic Medical Records Software

Terms and Conditions

Program Enrollment

New practices can enroll in the Carl Zeiss Vision Rewards Program by visiting the Carl Zeiss Vision Rewards Website: www.rewards.vision.zeiss.com and clicking on the *Enroll Now* link. Eligibility is subject to an initial order for ZEISS brand lenses through any authorized ZEISS distributor. Practices that are new to the program and have not been previously enrolled will receive 20 (twenty) dividends upon signing up.

Program participants who do not earn any dividends within a 12-month period may be delisted from the program. If a practice has been delisted but would like to reenroll, they can visit the rewards website at: www.rewards.vision.zeiss.com and click on the *Enroll Now* link. Reenrollments are not eligible for the twenty dividend award. Child locations (aka branch locations) are not eligible for the 20 dividend award, nor are any accounts that change their account status.

Earning Dividends

Dividends are earned when a minimum of 10 (ten) qualifying Carl Zeiss Vision premium progressive lens pairs are dispensed each calendar month from an authorized ZEISS distributor. Any combination of qualifying pairs can earn dividends, as long as the 10 pair minimum has been met. The qualifying lens types and the corresponding dividend accrual chart are listed on page 5 of this catalog. Purchases of non-progressive lenses (i.e. Zeiss Individual Single Vision) appearing on the dividend accrual chart do not count towards achieving the 10 pair monthly minimum, but do earn dividends once the minimum is achieved.

Dividends earned on qualifying lenses are added to the account balance within approximately 60 (sixty) days from the month-end (e.g.: dividends earned for lenses dispensed in January should be in the account no later than April 1st). If earned dividends are not added to your account within 60 days, please contact your Carl Zeiss Vision Business Development Representative and reference your 7-digit Rewards ID number and the Carl Zeiss Vision authorized distributor lab from which the qualifying lenses were purchased. It is the responsibility of each distributor lab to provide accurate & timely reporting to Carl Zeiss Vision.

Practices that are setup with Child locations are responsible for the dividends in their shared account. Child accounts do not have a dividend balance, nor do they have access to log onto the Carl Zeiss Vision Rewards Website. The Parent account can redeem dividends and share the account information with the Child accounts at their own discretion, once a completed W-9 tax form is on file.

Dividend Expiration

Dividends accrue based on the calendar year and expire 6 months after the year end. Dividends earned between January 1st and December 31st, 2009 will expire at 12:00 a.m. on July 1st, 2010. Dividends earned between January 1st and December 31st, 2010 will expire at 12:00 a.m. on July 1st, 2011.

Redeeming Your Rewards

A completed W-9 tax form must be on file with the Carl Zeiss Vision Rewards department before dividends can be redeemed. A W-9 tax form is available for download at www.rewards.vision.zeiss.com. Once the form has been completed, please fax it to the attention of the Carl Zeiss Vision Rewards Program at 724-453-1394. On average, dividends become available for redemption 10 (ten) business days after the W-9 tax form is received by the Carl Zeiss Vision Rewards Program.

Dividends can be redeemed towards the following four options by visiting www.rewards.vision.zeiss.com:

1. **Direct Rewards** is a redemption option available to all Rewards Program members to utilize accrued dividends in the form of a check or American Express® Gift Cheques. A minimum of 125 dividends is required for all Direct Reward redemptions and the conversion rate is \$0.80/dividend (i.e. 125 dividends = \$100). Dividends can be redeemed for Direct Rewards on the rewards website: www.rewards.vision.zeiss.com. Simply login to your account and select Direct Rewards under the Account Access option and place the order for either a standard check or for gift cheques. The turnaround time for Direct Rewards is 6-8 weeks and Direct Rewards payments can only be mailed to the practice mailing address.

2. **Merchandise** is available on the Carl Zeiss Vision Rewards website. Merchandise may be modified, substituted and/or discontinued at any time at the sole discretion of Carl Zeiss Vision. Carl Zeiss Vision is not responsible for damaged or lost shipments. On average, merchandise is shipped within 3-4 weeks from purchase. If you have placed an order in error or if you would like to cancel your order before it has been received, please contact your Carl Zeiss Vision Business Development Representative or Customer Service (800-358-8258, ext 1) as soon as possible. Merchandise returns and/or exchanges are not guaranteed.

3. **Practice-Building Reimbursement** is available to those practices wishing to apply their dividends towards reimbursement checks for an approved practice building purchase. The dividend conversion for all practice-building reimbursements is \$1.00/dividend. The practice-building reimbursement option is available to all practices that have a legible invoice/receipt/signed lease agreement for non-competitor equipment purchased in the year 2009 or 2010. The final purchase receipts must be for the practice making the dividend redemption. All practice-building invoices must be pre-approved before a reimbursement claim can be issued. The list below is a guideline for what maybe considered a valid practice-building purchase:

- Lensometers
- Pupilometers
- Tracers
- Diagnostic chairs for the exam room
- Instruments specific to the eye care field
- Educational patient tools
- Practice management computer software (specific to the medical/eye industry).

The purchases shown below will not be approved as valid practice-building purchases:

- Zeiss competitor equipment or merchandise
- Televisions/speakers/computers for the practice or any non practice management specific computer software
- Practice renovations, such as paint, electrical updates, carpet installation, etc.

To submit a valid practice-building invoice/receipt/lease agreement, login to the rewards website at www.rewards.vision.zeiss.com. Click on the *Account Access* option in the navigation menu on the left side of the screen. Then select *Rewards*, followed by *Practice Reimbursements*. Next, select the *Request a Preapproval* option. Follow the prompts and once everything has been entered, you will see a confirmation page with a preapproval number. Print this preapproval page and either fax it or mail it to the attention of the Carl Zeiss Vision Rewards Program. A copy of the corresponding invoice/claim/signed lease agreement must be included in the fax/mail. Please indicate to whom

Terms and Conditions

the check should be made payable and preference in receiving the checks on 6-week or quarterly basis. Checks made payable to a specific individual must be accompanied with a complete IRS W-9 tax form. The mailing address and fax number are included below:

Carl Zeiss Vision

Attn: Carl Zeiss Vision Rewards Program
12121 Scripps Summit Drive, Ste. 400
San Diego, CA 92131
Fax: 858-790-7596

Once the preapproval has been received by Carl Zeiss Vision, the claim processing period is 5-7 business days. You can check the status of your preapproval by logging onto the rewards website and selecting the *Account Access* option in the navigation menu on the left side of the screen. Then select *Rewards*, followed by *Practice Reimbursements*. Then click on the *View Claims and Preapprovals* option and you will be able to see whether or not your preapproval was approved and is now a claim.

Once a preapproval is obtained and a claim is on file, reimbursement checks will be issued to the practice based on whether a 6-week or quarterly check cycle was selected. The practice will continue receiving checks until the invoice has been reimbursed in full. The practice is responsible for paying the vendor directly for the purchase. These reimbursement checks are not mailed directly to the vendor and Carl Zeiss Vision takes no responsibility for delinquent payments.

4. **ZEISS Brand Building** is an alternative redemption option available to all Rewards Program members wherein the practice can redeem dividends towards ZEISS specific advertisements. All purchases must be pre-approved by Carl Zeiss Vision. Once approved, the dividends will be removed from the practice's available balance at an agreed upon value (signed by the practice) to pay for the ZEISS advertisement at \$1.25/dividend. Below is a list of the ZEISS brand building advertisement options available for dividend redemption.

- Radio
- TV
- Billboards
- Direct mailer
- ZEISS print ads
- Customized patient recall cards
- Consumer mailer
- Digital media frame

Preferred Partners

The 5 (five) Carl Zeiss Vision Preferred Partners listed below are well-respected vendors within the eye care field. Each of these partners offers a special price break on practice-building purchases made by Carl Zeiss Vision Program members. In order to take advantage of this exclusive discount, contact the vendors directly and inform them that you are a program member. The invoice you receive for this discounted purchase will then be eligible for practice-building reimbursement checks at \$1.00/dividend.

- Carl Zeiss Meditec: www.meditec.zeiss.com • 800-342-9821
- eyefinity/OfficeMate • www.eyefinity.com • 800-269-3666
- Eyemaginations: <http://luma.eyemaginations.com> • 877-321-5481
- First Insight®: www.first-insight.com • 800-920-1940
- Santinelli International: www.santinelli.com • 800-644-3343

Additional Program Guidelines

The Carl Zeiss Vision Rewards Program does not apply to any item or service for which payment or reimbursement may be made, in whole or in part, directly or indirectly, by any Federal or State health care program. If, at any time, a program member becomes aware that a product offered under the Carl Zeiss Vision Rewards Program is subject to reimbursement under a Federal or State health care program, they must advise Carl Zeiss Vision of such event immediately. Void where prohibited by law. Offer good while supplies last.

The Carl Zeiss Vision Rewards Program, including merchandise, may be modified and/or discontinued at any time at the sole discretion of Carl Zeiss Vision. Carl Zeiss Vision reserves the right to change or update the program, rewards program website and/or rewards program catalog at any time without prior notice.

Carl Zeiss Vision accepts no responsibility for the redemptions made, nor will we investigate potential redemption fraud.

Program participants should exercise their best medical judgment in prescribing or recommending lenses without regard to participation in this or any other program.

Practices enrolled in the i.Terminal Dispense-To-Own Program do not qualify for dividend accrual on customized lenses in the Rewards Program. Only after the 180 qualifying pairs dispensed in the 18-month contract has ended will the practice be eligible for dividend accrual on customized lenses in the Rewards Program. Practices will continue to earn dividend rewards for non-customized progressive lenses. For more information on the i.Terminal Dispense-To-Own Program, please call 800-358-8258.

CONTACT INFORMATION

Carl Zeiss Vision Rewards Program Mailing Address & Fax Number:

Carl Zeiss Vision
Attn: Carl Zeiss Vision Rewards Program
12121 Scripps Summit Drive, Ste. 400
San Diego, CA 92131
Fax: 858-790-7596

Carl Zeiss Vision Customer Service Telephone Number:
800-358-8258 ext. 1

Carl Zeiss Vision Rewards Program Website:
www.rewards.vision.zeiss.com

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Upgrade to Customized. It's Never Been Easier.

Whether it's single vision or progressive, ZEISS has a customized lens solution to meet the precise needs of all of your patients. Customization reaches new levels of perfection with OLA award-winning Zeiss Individual PAL and Zeiss Individual SV to deliver a revolutionary vision experience like never before.

With Good, Better and Best solutions, ZEISS now offers you a 100% customized lens portfolio that can dramatically transform your practice and reward your business.

INTRODUCING THE ZEISS

100%
CUSTOMIZED PORTFOLIO



BEST:	Zeiss Individual™ PAL	Zeiss Individual™ SV
BETTER:	Zeiss GT2™ 3DV	Zeiss 3D Single Vision
GOOD:	Zeiss GT2™ 3D / short	

See the difference at personalizedlens.com

Carl Zeiss Vision
USA 1-800-358-8258
www.vision.zeiss.com

