

briot: ON THE FOREFRONT

OF INNOVATION

Briot USA has been on the forefront of innovation in lens finishing technology for over 70 years and is recognized today as a global leader in the design and manufacture of edging equipment used by eyecare professionals worldwide. Briot USA has a long history of patented innovations including development of the first patternless edger, the intelligent blocker and automatic drilling. Briot

USA is headquartered in Cumming, GA and we are the manufacturer, not a third party distributor.

Briot USA has continued to bring new innovation to the market in 2007 and 2008 with the introduction of the Alta XS and Silver Plus edging systems and the Briot CareFree 4-Year Warranty.

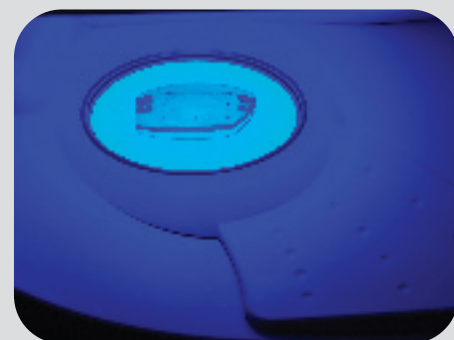
The Alta XS is Briot USA's latest addition to the Alta generation of finishing equipment. The Alta XS system features a new tracing, centering and blocking unit that is even more compact and innovative in design. New features of the Alta XS include a comprehensive touch screen interface to manage all functions of the unit. The high-resolution optical system, as well as the zoom function, makes centering easier. A new shape library, customizable through an alphanumeric keypad, organizes data to be easily accessed through Sort, Search, Favorites and other criteria. "Magic blue" illumination of the lens is adjusted according to lens tint and



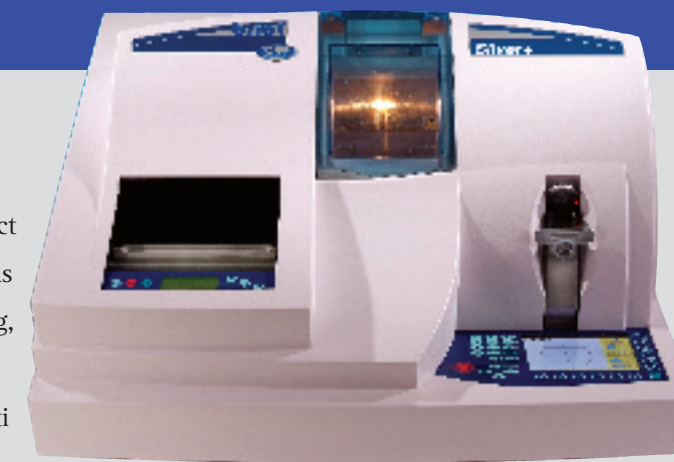
external light (natural or artificial) making it easy to center and block dark tinted and polarized lenses. Paired with the Alta NX edger, the Alta XS system allows for the same accuracy and ease of use as the Alta XL system. Although the Alta XL

remains Briot USA's top-of-the-line tracer/blocker, with the introduction of the XS system, even more ECP's can enjoy state-of-the-art technology at a more affordable price.

Most recently Briot USA has introduced the new Silver Plus all-in-one edging system. With



the same simplicity, reliability and affordability of the compact all-in-one Silver, the Silver Plus offers safety beveling, grooving, bevel polishing, color screen and 300-job memory. The multi axis tracer in the Silver Plus measures height, length and curve of the frame, while the frame thickness is analyzed to ensure that the lens fits the frame perfectly. The full-size screen display allows error-free verification of the uncut lens to the frame shape, and the manual blocking is simple and accurate. The Silver Plus can edge all types of materials and specific edging cycles are available for hydrophobic and fragile lenses.



In 2008, Briot USA announced a Carefree 4-Year Warranty currently being offered on all new edging systems to enhance our new product support. The Carefree 4-Year Warranty reflects our confidence as the manufacturer in the innovative design and quality of its

edging systems, as well as its commitment to customer satisfaction. The Carefree 4-Year Warranty covers parts and labor for 48 months from the date of installation, and is available on all new equipment. Briot USA's support organization is one of the largest in the industry with dedicated field technicians positioned throughout the U.S. as well as a call center in the Cumming, GA headquarters.



"Briot has always been fortunate to be on the leading front of innovation in the edging equipment category. What sets Briot's innovation apart from the rest is that Briot listens to its customers and the market when developing the latest in edging equipment. Briot has shown a consistent pattern over the years of incorporating reliability and ease of use into our innovation as much as we incorporate the latest technology into our features and benefits."

- Bret Davis, President, Briot USA