

Dear Wal-Mart Doctors –

As a Selected Lens Vendor to Wal-Mart and Sam's Club, it is our pleasure to provide you with some facts about Seiko Optical and the Seiko products that are available in Wal-Mart Optical and Sam's Clubs nationwide.

The Seiko Corporation has been improving the way we live for more than a century, offering the most advanced technology to reflect and complement our changing modern lifestyles. A household name, Seiko has come to represent innovation and quality in products and services worldwide.

Seiko has redefined the global optical industry by marketing ophthalmic lenses that set innovative technological standards. Seiko is the originator of soft progressive-lens technology, offering multi-patented designs that include a high-index progressive lens. Seiko also perfected aspheric lenses with its dual-patented MX design and 10mm spherical fitting button that allows for ease of fitting and patient accommodation.

Seiko Optical pioneered the technology to produce true 1.0mm centers on high-index lenses and maintains the tightest tolerance standards in the industry. The combination of its unique materials and coatings enables Seiko to make high-index lenses that are stronger, lighter, thinner, clearer and much less sensitive to temperature changes. Seiko high-index lenses truly are "Perfect Lenses...by Design."

This advanced Seiko 1.67 High Index lens technology is available today throughout Wal-Mart and Sam's Club Vision Centers via the Seiko Proceed Progressive design, offering a minimum fitting height of 16mm, and SuperClean AR coated finished single vision lenses, the very latest in super hydrophobic coating technology, which provides ease in lens cleaning, with the added benefit of "index matched" coatings, which virtually eliminates the rainbow effect found in other high-index AR coated lenses. These fine lenses are also available in Transitions® V.

Seiko Optical is proud of our association with Wal-Mart and Sam's Clubs, bringing you the highest quality lens products to recommend to your patients.

Sincerely,

Norm Nelson
Director of Sales, Lens Business