



Dear Wal-mart - Sam's Club Eye Care Professional,

People are often surprised to learn that, in this day of global economic trade and out-sourcing of manufacturing that 90% of the instruments that we sell are made in USA. Reichert has a heritage dating back 140 years, and we have been manufacturing products and instruments for the eye care industry proudly in America all that time.

Legendary products like Phoroptor® and Tono-Pen®; reliable favorites like the Non-Contact Tonometer (now in its 7th generation); modern refraction aides like the ClearChart2® Digital Acuity system; revolutionary products like the Ocular Response Analyzer®; and high tech diagnostic devices like the Reflex UBM are all made with pride at our world-wide headquarters in Buffalo, New York.

Over the last five years we have sustained significant growth in our revenues, while increasing the employment in our Western New York facilities by more than 50%. We are investing in our company; we are investing in market knowledge; and we are introducing a continual stream of new products.

As a participating supplier with the Wal-Mart "Advanced Instrument Purchase Program", Reichert is pleased to offer your practice "factory direct" pricing on the following products.

Avia Tonopen – An award winning hand held contact tonometer

<http://www.tonopen.com>

ClearChart2 – The most innovative digital acuity system in the market

<http://www.reichertoi.com/clearchart.html>

IOPAC – A handheld pachymeter - both Standard and Advanced models

<http://www.reichertoi.com/iopac.html>

All of the employees at Reichert appreciate the support we have had from Wal-Mart and Sam's Club Eyecare Physicians over the past 20 years and look forward to serving you for a long time to come.

Sincerely,

Stephen Hamilton

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