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**HOYA SURGICAL OPTICS UNVEILS ADVANCED RFID TECHNOLOGY FOR EFFICIENT  
INVENTORY MANAGEMENT AND IMPROVED PATIENT SAFETY**

The SAMI system, or Smart Automated Inventory Management, sets a new standard in customer support and services.

CHINO HILLS, CALIF., September 17, 2009—Hoya Surgical Optics announced today the introduction of the Smart Automated Inventory Management system, "SAMI" as part of their groundbreaking customer care technologies and services. Using advanced radio frequency identification (RFID) technology, SAMI provides automated lens reordering as well as real-time, automated inventory management designed to reduce costs associated with reordering IOLs along with increased assurance of avoiding stock-outs for ophthalmic practices.

"With SAMI in our surgery center we are experiencing a new level of efficiency," says Margie Brill, Administrator of Lakeside Surgery Center/Magruder Eye Institute, Orlando, Florida. "Everything is automated and anyone on my staff can access the inventory status from any computer. I can feel certain that I have the correct IOL available for scheduled cataract procedures and my staff now devotes less time to tedious manual counting, recording, and reordering."

Hoya Surgical Optics partnered with Wavemark, the leader in RFID technology for healthcare inventory management, to design and deliver a unique ophthalmic inventory management solution for doctors and their staff. SAMI offers proprietary Smart Technology to automatically reorder lenses, track and manage inventory levels, calculate usage to determine optimal replenishment levels, provide real-time access to inventory levels, and create accurate and detailed inventory reports. Doctors and their staff have full on-line access to inventory status from any computer. The SAMI inventory control system additionally complies with JCAHO standards for safety and quality assurance so security is not a concern.

“The SAMI System is the result of our continued commitment to providing outstanding support and services to our doctors,” says Steven L. Ziembra, President of Hoya Surgical Optics - Americas. “We don’t stop at advancing the state of the art with our precision optics technologies, but also apply that legacy of excellence into redefining the customer support model for the industry as well.”

#### **About Wavemark, Inc.**

Founded in 2003, WaveMark, Inc. is a leading provider of real-time inventory management solutions for high value specialty products in the healthcare supply chain. WaveMark’s expertise in healthcare radio frequency identification (RFID) and network technology addresses key concerns of cost containment, patient safety, and regulatory compliance. WaveMark is currently tracking over 1 million products in over 1,000 facilities, and is used in special procedure labs as well as operating rooms. Visit [www.Wavemark.net](http://www.Wavemark.net) for more information.

#### **About Hoya Surgical Optics**

Hoya Surgical Optics is a global leader focused on meeting the needs of surgeons and patients worldwide. As the world's fourth largest IOL manufacturer and distributor, we are deeply committed to advancing ophthalmic surgery by combining surgeons’ clinical and professional knowledge with our optics research and development. Leveraging more than 65 years of excellence in optics design and innovation that has been the benchmark of the Hoya Corporation, Hoya Surgical Optics provides ophthalmologists with the products and services they need to help improve vision and quality of life for their patients.

For more information about Hoya Surgical Optics, visit [www.HoyaSurgOpt.com](http://www.HoyaSurgOpt.com).