

New National distributor in USA

Pro Fit Optix distributor for Rodenstock lenses and frames

Munich, July 13, 2009: Rodenstock GmbH, Germany and **Pro Fit Optix**, USA, have signed an agreement for the distribution of Rodenstock lenses and frames in the United States.

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“We are very proud and honoured to be associated with **Rodenstock**” said Alan Yuster, Executive VP of Operations for **Pro Fit Optix** and former **Rodenstock** employee. “We look forward to re-launching, supporting and further developing the Rodenstock brand in the USA.”

Alan Yuster has more than 25 years experience in optical management and operations. He worked for **Rodenstock** more than 10 years first as Director of International Sales-Americas later as Vice President of Rodenstock USA.

Pro Fit Optix the Florida-based optical technology company is emerging with a full portfolio of digital free-form progressive lenses.

A “virtual lab”, the company has a streamlined, vertically integrated business model using proprietary software. **Pro Fit Optix** has proven their online ordering system provides greater accuracy can cut turnaround time on Rx orders and delivers high quality progressive lenses to eyecare practitioners and laboratories.

“We are pleased to offer our outstanding quality lenses combined with highest comfort for spectacles wearer and our modern designs to the customer in the USA. **Rodenstock** is a very traditional and strong brand, founded in 1877 in Germany. We have been standing for high quality lenses & frames the best vision and services for our costumers since over 130 years, our products will convince our new costumers, too.” says Dr. Olaf Goettgens, CEO of the **Rodenstock Group**.

Rodenstock is Germany's technology leading manufacturer of ophthalmic lenses and spectacles frames. The company was founded in 1877 based in Munich. It is represented in more than 80 countries with sales subsidiaries and distribution partners. Their proven expertise and reputation for quality

for both ophthalmic lenses as well as for frames makes **Rodenstock** a unique brand in ophthalmic optics, which can offer wearers the complete "spectacles" system from a single source. **Rodenstock** products are characterized by high quality, innovative design and the latest technology.

With the varied product range of **Rodenstock**, opticians can meet the needs and requests of any customer. **Rodenstock** has taken a pioneering role in the exceptionally demanding segment of individual progressive lenses since the product launch in 2000. With untiring research and a pioneering spirit, **Rodenstock** is rightly considered to be an innovation leader. Thanks to decades of experience, the company develops all progressive lenses according to the unique "**Rodenstock** Design Philosophy", which is based on the "Perfect Balance Principle". That way, **Rodenstock** has redefined the current market differentiation between soft and hard progressive designs. The positive properties of both design principles are combined and the balance achieved that way makes it possible for spectacles wearers to have first-class vision. Each progressive lens in the newly launched **Rodenstock** range of progressive lenses called "The Universe" provides a guaranteed optimum field of vision, optimum binocular properties, and optimum dynamic vision.

Also the **Rodenstock** frames collection will be available to the US market shortly. The perfect interplay of technology, design and style makes **Rodenstock** frames to real eye-catchers. **Rodenstock** is about to expand its brand portfolio in the future with more, very attractive frame brands.

Pro Fit Optix will start right away the distribution of **Rodenstock** branded digital free-form lenses and will service the needs of the American surfacing labs including semi-finished products.

Pro Fit Optix also has distribution agreements with a number of major U.S. buying groups, including **Block Buying Group, Premiere Vision, The Buyers Edge, The Alliance, Optical Resources, Alfred J. Villavecchia Buying Group, and Optical Synergies.**

Contact:

For more information on **Rodenstock** lenses and frames, call **Pro Fit Optix** 866.996.7849 or 561.886.0080 or see www.profitoptix.com

Optimized, Frametized, Customized = The All Form Option from Pro Fit Optix

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