



Optovue Announces Success At 20th Anniversary Vision Source Annual Meeting

Vision Source members embrace Optovue's new iWellnessExam™ Program

FREMONT, CA, May 23, 2011 – Optovue, a pioneer in spectral-domain optical coherence tomography (SD-OCT), announces its success at the 20th anniversary meeting of Vision Source, a leading group of independent private practice optometrists, held April 14-17, 2011 in Houston, Texas. The annual meeting provides member optometrists the opportunity to attend practice management sessions, vendor presentations and visit the exhibit hall.

Coincidentally, 2011 marks the 20th anniversary of both the founding of Vision Source and the introduction of optical coherence tomography technology. Optovue's founders have been at the forefront of the evolution of OCT since its inception and continue to push the technology forward. Earlier this year, Optovue launched a new "pay per visit" acquisition model based on a wellness platform. The iWellnessExam Program was introduced to Vision Source members during Optovue's vendor presentation during the annual meeting.

"As Optovue's vision for the future is to make SD-OCT technology available to every patient in every eyecare practice, we were delighted with the enthusiastic support we received from Vision Source members. Between sales of our SD-OCT devices and placements of our iWellnessExam Program, we exceeded our business goals for the meeting," said Jay Wei, Optovue's President and Chief Executive Officer.

The iWellnessExam scans for both retinal and glaucomatous pathology and enhances the standard comprehensive eye exam. The pay-per-visit model allows practitioners to provide better wellness and clinical care with no capital outlay. iWellnessExam is recommended annually regardless of symptoms as it allows eye doctors to observe any subtle changes occurring over time, thereby enhancing the diagnostic capabilities of the practice.

About RTVue® and iVue®

RTVue was the first FDA cleared Fourier domain (also known as spectral domain) OCT launched in the United States, and also the first OCT cleared by the U.S. Food and Drug Administration for both corneal and retinal imaging. The iVue is the compact fourier-domain version of the RTVue OCT, offering the same scanning speed and resolution as the larger system, that includes scanning and reports for retina, retina nerve fiber and cornea assessment by the clinician.

About Optovue® (www.optovue.com)

Optovue Inc. is a privately-held ophthalmic device company dedicated to working with eye care professionals and clinical researchers to lead the commercialization of new imaging modalities that improve diagnosis and therapy of ocular disease. Optovue has achieved widespread market success through a combination of unique data analysis design, a reputation for excellent customer service, and rapid innovation of its technology in response to physician feedback. The company is headquartered in Fremont, CA, with operations in Carlsbad, CA and European operations in Heidelberg, Germany.

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