

August 8, 2011

Dear Cataract Surgeon:

“Who’s the new guy?”

Although we only arrived in the U.S. marketplace in 2009, it’s exciting to be the new guy. It’s exciting because we’re singularly focused on intraocular lenses (we know what we do best), and we have the global resources of a \$5 billion corporation with 60 years of experience and a world-class R&D organization to draw upon.

Not bad resources for a “new guy.”


HOYA Surgical Optics is on the verge of taking the #1 market share position in Japan and will soon be the #3 market share brand in the world. We’re focused on what matters most: exceptional patient outcomes and more efficient and profitable ophthalmic practices. If you already use our products and services, you know this. It’s an entrepreneurial way of doing business, it works, and we’re sticking with it.

Unfortunately, we’re still navigating some rough waters with the approval process. In our efforts to bring our new technology to market, we moved forward confident that we had satisfied all requirements, which proved to be incorrect. As IOL guys, we understand the impact and we sincerely apologize for the challenge we’ve caused for some of our valued customers. But we’re moving forward – and we know exactly where we’re going.

Some of our competitors have said we’re too small to consider, or that we lack a commitment to the U.S. market. They couldn’t be more wrong. Our commitment to the U.S. is rock solid, and the proof will be in the changes that take place as we continue to grow.

If you haven’t been visited by one of us yet and would like to know more about how HOYA Surgical Optics can help you, your patients, and your practice, we want to talk to you directly. Feel free to call me on my cell at 909.217.8328, or contact Rod Weis, our Vice President of Sales, at 630.842.7431.

I’m confident you’ll be glad you met the new guys.



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