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SynergEyes® Launches TreatKeratoconus.com: A New Website for Patients with Keratoconus

Carlsbad, CA (September 23, 2010) – SynergEyes, Inc. the developer of *ClearKone*®, the FDA-cleared hybrid contact lens specifically designed to treat keratoconus, has launched a new educational website, www.treatkeratoconus.com, for patients seeking information and treatment options for the eye disease keratoconus.

Keratoconus is a highly debilitating eye condition in which the cornea thins and becomes cone-shaped and irregular rather than spherical like a normal cornea and can cause major interruptions in a person's ability to see normally. TreatKeratoconus.com provides a resource for patients and their families to learn about keratoconus and available treatment options. The site includes a blog with articles written by doctors who specialize in treating keratoconus as well as detailed information on a new program created to provide hybrid contact lenses

to selected patients free of charge. This new program is called the Sharing Vision Grant Program™ and is sponsored by SynergEyes, Inc.

TreatKeratoconus.com has several informative sections including Common Questions, Treatment Options, Hybrid Contact Lens Technology and an interactive section called “Ask An Expert”. Patients submit questions about their eye disease to a nationally recognized panel of doctors and specialists and answers are posted on the website so other patients can benefit from the knowledge.

“We know that thousands of keratoconus patients are searching for information to help them learn about their disease and understand the treatment options available to them,” said Kellie Kaseburg, Vice President of Global Marketing for SynergEyes, Inc. “TreatKeratoconus.com was designed to help provide accurate answers with the most up-to-date information possible.”

The website is also a resource for prospective and current *ClearKone*® patients. *ClearKone*® is the 2nd generation hybrid contact lens that was recently launched by SynergEyes, Inc. *ClearKone*® utilizes revolutionary technology to offer the crisp, clear vision of a rigid gas permeable (RGP) contact lens with the all-day comfort and convenience of a soft lens. The result is a custom-designed “hybrid” lens that gives keratoconus patients consistent, healthy vision they can count on to live a productive life.

TreatKeratoconus.com offers a preferred provider search tool to make it easy for patients to find certified practitioners that specialize in fitting *ClearKone*® lenses. Also included are patient testimonials highlighting the individual

keratoconus stories from patients all over the world and how *ClearKone*® hybrid contact lenses have changed their lives. In addition, *ClearKone*® patients can watch educational videos on how to properly insert, remove and clean hybrid contact lenses.

SynergEyes manufactures a revolutionary hybrid contact lens that combines two materials – a high-Dk rigid gas permeable center and a soft, outer skirt, resulting in a durable “hybrid” lens for patients seeking crisp, clear vision with the comfort of a soft lens. Incorporating HyperBond™ technology and HealthyEyes™ surface science, the SynergEyes lenses with FDA market clearance include: Duette™ for naturally occurring ametropia, targeting patients with astigmatism, current soft toric lens wearers, and patients demanding optimized vision; *ClearKone*® for keratoconus and irregular cornea patients, *SynergEyes*® *Multifocal* for presbyopia and *SynergEyes*® *PS* for post-surgery and post-trauma refractive errors.

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