

HOYA Vision Care Grant and Scholarship Program

3rd and 4th Year Optometry Student 2009 Grant and Scholarship Programs

HOYA Vision Care is offering 3rd and 4th Year Students a \$1000 grant program and an opportunity to qualify for a \$6000 Scholarship. To be considered, students will submit a patient case study involving HOYA products. There will be one winner at each school and each winner will receive \$1000. The winning case studies will then be reviewed by HOYA's ECP Advisory Panel and an overall winner chosen. This Student will receive an additional \$6,000 scholarship.

Judging will be based on originality, application of technology involved, product knowledge and overall analysis and composition*.

The written case study report must be submitted to the faculty judge, designated at each school, by April 1, 2009. The Grant winners from each school will be notified by June 1, 2009. The 19 winners will be invited to the AOA meeting in Washington DC June 24-28, 2009. Hoya will pick up their Airfare and Hotel room for the meeting. The Scholarship winner will be announced at the Hoya Awards Luncheon on Friday June 26, 2009. The Grant and Scholarship winners will receive their awards at the Luncheon.

One winner from each school, this assumes at least one submission from each school. All Grants and the scholarship will be awarded. Please submit a winner and a runner-up. The runner up names will be put into a drawing for any unclaimed grants. If for some reason, HOYA does not receive a qualified submission from a school, HOYA reserves the right to award the grant to a qualified student from one of the other Schools via the runner-up pool.

See attachment for an overview of key HOYA Products. If it is within the school's guidelines, Hoya Vision Care would like to reimburse the cost of the HOYA products used in the case study. A HOYA Sales Consultants will be in contact with the Schools to provide the Students and Clinic Directors with information about HOYA and our products. Hoya reserves the publication rights to the winning case studies.

HOYA Vision Care North America is sponsoring the program for the 17 Optometry Schools in the United States and Puerto Rico.

HOYA Vision Care Canada is sponsoring the program for the two Optometry Schools in Canada.

* Judges will decide if the studies meet the academic standards of the school and the Judges decisions regarding these qualifications are final.

The logo for HOYA, featuring the word "HOYA" in a bold, blue, sans-serif font. The letter "H" is stylized with a horizontal line extending to the left, and the letter "O" is a simple circle.

HOYA Key Product Overview

Coatings

- **Super HiVision**
 - 10.9 on the Bayer Abrasion Scale
 - HOYA's exclusive Substrate Matching Properties (SMP) matches the index of the coating and the substrate
- **HiVision**
 - Durable, high transmission values and easy-to-clean surfaces
 - light transparency of at least 99%.
 - water-repellent, it has a water contact angle of 110°
- **ViewProtect**
 - Superior clean ability – Repels dirt, fingerprints and smudges so the lens stays cleaner longer.
 - Clearer Vision – no smudges
 - Increased patient satisfaction - Less cleaning reduces the potential for scratching a lens

Materials

- **Phoenix**
 - Phoenix is the result of combining PPG's Trivex Material with a unique HOYA stabilizing additive, resulting in an ultra Trivex that is Safe...Tough...Light...Clear
 - Far exceeds FDA impact resistance standards – incredibly safe for your patients - Phoenix is 60x more impact resistant than standard plastic lenses
 - Provides 100% UV-A and UV-B protection
 - Available with Transitions
- **EYNOA 1.67**
 - Thin and Elegant
 - 15% thinner than 1.60 and polycarbonate lenses.
 - 25% flatter than 1.60 or polycarbonate lenses.
 - Strong and Durable
 - HOYA EYNOA 1.67 lenses are 35% stronger than polycarbonate in tensile strength measurements. Exceptionally suitable for 3-piece drill mounted frames.
 - Available with Transitions
- **EYRY 1.70 (Combined Power +10.00 to -15.00)**
 - Taking lens strength to an Ultra High-Index
 - Tensile strength 3 times that of standard plastic
 - Ideal for today's trendy rimless mounts

Designs

- **Hoyalux iD**
 - The first Integrated Double Surface Progressive lens
 - Front and Back Surfaces are balanced and integrated
 - Optimized through advanced 3D evaluation techniques

- **HOYALUX iD LifeStyle (18 mm seg. hgt.)**
 - **Hoya Free-Form Design Technology**
 - **Standardized Vertical Progression on the front surface**
 - **Customized Horizontal Progression on the back surface**
 - **Front and Back Surfaces are balanced and integrated**

- **HOYALUX iD LifeStyle cd (14 mm seg. hgt.)**
 - **Hoya Free-Form Design Technology**
 - **Standardized Vertical Progression on the front surface**
 - **Customized Horizontal Progression on the back surface**
 - **Front and Back Surfaces are balanced and integrated**

- **NULUX EP**
 - **Hoya Free-Form Design Technology**
 - **Bi-Aspheric Single Vision Lens Design**
 - **Clear vision from edge to edge**
 - **Calculated visual acuity at every point on the lens**
 - **Visual optimization for all powers**
 - **The ideal combination of cosmetics and performance**

- **HOYALUX Summit ecp**
 - **Integrated Transmittance Control Technology**
 - **Ensures optimal lens performance and Maximum visual comfort**
 - **Easy adaptation**

- **HOYALUX Summit CD (Short Corridor Progressive Lens 14mm min fitting height)**
 - **HOYALUX Summit CD features an Integrated View Area concept...resulting in a visual perception that is processed in a 100% natural way**

- **Tact**
 - **Extended focus lens designs with wide near and intermediate viewing zones**
 - **Flexible progressive design to accommodate any wearer's needs**