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eyeBrain Medical and IDOC Announce a Multiyear Partnership To Bring neurolens® Contoured Prism Lenses to IDOC Independent Optometrists

COSTA MESA, Calif., and NORWALK, Conn., Feb 14, 2019 — IDOC and eyeBrain Medical today announced a multiyear partnership to bring breakthrough neurolens prescription lenses to all IDOC members across the U.S. neurolenses are the first and only prescription lenses that add a contoured prism to bring the eyes into alignment. Contoured prisms have been shown in studies[i,ii] to relieve the headaches, neck/shoulder pain and eyestrain that many people experience when using digital devices, reading or doing detail work. As the leading independently owned optometric alliance in the U.S., IDOC offers a suite of programs and service that empowers its members to grow and succeed. The partnership with eyeBrain aligns with IDOC's long-term strategy of bringing meaningful and differentiated offerings to its independent optometrist members, helping them create unique areas of expertise in their communities.

"This new partnership with an exciting and proven technology provider is exactly what our members are asking for," said Dave Brown, president and CEO of IDOC. "We've seen firsthand the success that neurolenses can bring to a practice, and how satisfying it can be to solve a major unmet need for patients."

Eye alignment at all distances is essential for comfortable vision. When the eyes are out of sync, or misaligned, it puts higher demand on the visual system. This additional demand can put stress on the trigeminal nerve – the largest and most complex nerve connected to the brain – and lead to trigeminal dysphoria. It is the trigeminal nerve that sends sensation to the head, eyes, neck and shoulders. Eye misalignment can lead to headaches, neck/shoulder pain and eyestrain while using digital devices, reading or doing detail work. Addressing these symptoms requires more than standard "computer lenses," which do not correct eye misalignment.

"We are going to fundamentally change the way the world thinks about glasses, because neurolenses deliver more than clarity of vision – they deliver relief," said Davis Corley, president and CEO of neurolens. "We are thrilled to partner with IDOC as we know they will bring their extensive resources to empower the success of the neurolens offering within their innovative membership."

To learn more about neurolens, visit www.neurolenses.com, call (949) 339-5157 or email info@neurolenses.com.

To learn more about IDOC, contact a member of the IDOC team at (203) 853-3333, visit the website at idoc.net or send an email to info@idoc.net.

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About IDOC
For the past twenty years, IDOC has remained committed to building a powerful community of independent optometrists, providing advanced practice management tools, advice and support systems that drive business growth. Membership plans include expert consulting, metrics-based

business solutions, negotiated vendor discounts and peer-to-peer networking. IDOC works collaboratively with 3,000+ independent ODs to help them stay ahead of industry change and achieve their business vision, their way. For more information about IDOC, call (203) 853-3333 or visit idoc.net

About eyeBrain Medical Inc.

eyeBrain Medical Inc. is the innovator behind neurolenses®, the first prescription lenses that add a contoured prism to bring the eyes into alignment. Contoured prisms have been shown in studies[i, ii] to relieve the headaches, neck/shoulder pain and eyestrain that many people experience when using digital devices, reading or doing detail work. Patient satisfaction surveys show 93 percent of patients respond positively to their neurolenses. eyeBrain Medical is headquartered in Orange County, California.

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[i] Teitelbaum, Pang, Krall, Optometry and Vision Science, Vol. 86, No. 2 February 2009.

[ii] neurolens Inc., data on file.