

February 8, 2008

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Dear Bart:

www.preventblindness.org

Congratulations for the work you've done on the EyeSite kiosk, both on the delivery mechanism and the patient education component. We are very much impressed with the attention you have given to communicating the need for adults to get to their eye doctor, which is the essence of the PBA adult message.

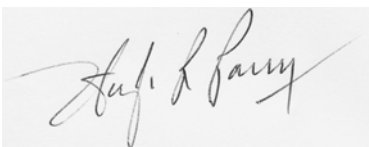
As you know from your involvement as a Prevent Blindness Georgia board member, PBA has adopted a goal to double the annual number of adult eye exams by 2020. We believe the most effective way of reducing the impact of the common diseases of the aging eye is early intervention. The difficulty, of course, is getting vision health into conscience of Americans the way six-month check ups have worked in dental care. If we are to get people to eye doctors, we will need to get that message out again and again through every conceivable outlet. Your concept engages people in their vision health and emphasizes the need to see an eye doctor.

As much as we applaud that message, we also think your delivery concept comes at a propitious time. More and more Americans are turning to the technology of the internet to investigate health matters. We see it here at PBA in the growth of visits to our website. We see the EyeSite kiosk format as user friendly and engaging to a public that is growing increasingly comfortable with technology.

Please keep PBA abreast of your progress in the development of this tool. We would be happy to consider how we might be helpful in communicating good vision health practices to Americans.

Thanks for all you do to advance the mission to prevent blindness and preserve sight.

Sincerely,



Hugh R. Parry
President and C.E.O.