CooperVision Introduces Multifocal to Growing Biofinity® Brand

Date:

Thursday, June 16, 2011

Rochester, N.Y. — CooperVision, Inc. today formally announced the U.S. launch of Biofinity® Multifocal at the AOA conference in Salt Lake City, UT. Biofinity Multifocal is the latest addition to the Biofinity family of monthly replacement contact lenses. The product combines the Biofinity Asphere and Toric lens material with proven Balanced Progressive™ Technology.

In addition to the new product, CooperVision also introduced a new streamlined fitting approach. Working closely with eye care practitioners, CooperVision developed the new process to make it easier for eye care practitioners to fit their patients and offer lens wearers an ideal combination of ease, comfort and eye health.

“One of the most important considerations for us in developing Biofinity Multifocal was listening to eye care professionals,” said Richard Clompus, OD, VP, Global Professional Relations at CooperVision. “Collaborating with the practitioners who work directly with lens wearers every day and understanding that every eye is unique—that's how we're able to bring outstanding new products to market time and again.”

In clinical testing, Biofinity Multifocal lenses outperformed other brands in a range of measurements, including end-of-the-day comfort, vision quality, and intent to continue with a lens.

Patients rated Biofinity Multifocal lenses as superior for overall satisfaction compared to both ACUVUE® OASYS® for PRESBYOPIA and PureVision® Multi-Focal after two weeks of wear.

CooperVision further validated the new fitting protocol through clinical testing with eye care practitioners, including Mile Brujic, OD of Premier Vision Group in Bowling Green, Ohio.

“It is a remarkably comfortable lens and this is important for our contact lens-wearing presbyopes,” Brujic said. “The sophisticated multifocal lens design makes it a versatile, uniquely-designed lens for even your most demanding presbyopic patients.”

“I had much greater success with Balanced Progressive Technology than ever before when I followed the new fitting steps to the letter,” said Jason Lake, OD of Eyecare Specialties in Warrensburg, Missouri. “The patient satisfaction was the highest I have encountered in any brand of multifocal contact lens and the visits were held to a minimum because the results were very predictable.”

“We are proud to offer our eye care practitioner partners another great tool to help improve their patients’ everyday lives with an easy-to-fit multifocal lens with superior comfort,” said Dennis Murphy, President, the Americas, CooperVision.

Biofinity Multifocal is currently available in the U.S. and France in sphere powers of +6.00 D to -8.00 D and in four ADD powers (+1.00, +1.50, +2.00, +2.50). A D and N lens are available for each ADD power.

The product will be available in Canada later this fiscal year. CooperVision anticipates a rollout to more countries and regions in 2012. The launch of Biofinity Multifocal follows a successful product line of Biofinity Asphere and Toric lenses worldwide. Biofinity is currently CooperVision's fastest growing brand.

Eye care practitioners can visit www.coopervision.com [1] for product details.

About CooperVision

CooperVision, a unit of The Cooper Companies, Inc. (NYSE: COO), is one of the world's leading manufacturers of soft contact lenses. The Company produces a full array of monthly, two-week and daily disposable contact lenses, all featuring advanced materials and optics. CooperVision has a strong heritage of solving the toughest vision challenges; such as astigmatism, presbyopia and ocular dryness; and offers the most complete collection of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, thereby creating real advantages for customers and wearers. For more information, visitwww.coopervision.com [1].

Contact lenses are medical devices and can only be prescribed and dispensed by a licensed eye care professional.

About the clinical studies

Data based on 2010 CooperVision studies conducted in the U.S. Research results are on file.

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