

FOR IMMEDIATE RELEASE:

August 6, 2010

VISION CANADA OPTICAL SERVICES ANNOUNCEMENT  
APPOINTMENT OF SHERRILL NETTLETON AS VICE PRESIDENT

Vision Canada Optical Services is pleased to announce the appointment of Sherrill Nettleton to Vice-President, Business Development - effective immediately. Prior to joining VCOS, Mrs. Nettleton held many executive roles in various industries including the optical industry where she was Vice President of Sales and Marketing for L' Amy Groupe Canada.

Sherrill Nettleton's mandate includes the planning, designing and implementing business development strategies for VCOS in order to increase business growth, building and maintaining high level contacts with current and prospective members and other business and project partners. In addition, she will be responsible for marketing and public relations to enhance VCOS visibility.

Sherrill Nettleton is based at our new VCOS office located at 710-10 Kingsbridge Garden Circle, Mississauga, Ontario. This office will allow us to better serve our members throughout Canada and to further our commitment to excellence.

Vision Canada Optical Services, is a leading provider of optical services within the Canadian marketplace.

Gaston Boucher, president VCOS