

PRESS RELEASE
For immediate release

**OPTICIANS ASSOCIATION OF CANADA SUES BRETON COMMUNICATIONS INC.
FOR PASSING-OFF**

Winnipeg (Manitoba), September 28, 2011 - The Opticians Association of Canada (OAC), has instituted action in the Federal Court of Canada against Breton Communications Inc. (Breton), which published, until April 2011, the OAC's VISION and LA REVUE magazines. The OAC's action alleges passing-off, trade-mark and copyright infringement by Breton and claims damages.

"The OAC takes to heart the representation of Canadian opticians and the defense of its VISION and LA REVUE magazines, with which it communicates with its membership", said Mr. Robert Dalton, Executive Director, OAC.

About the Opticians Association of Canada

The Opticians Association of Canada (www.opticians.ca) is a non-profit organization, which represents the common interest of all Canadian opticians and which educates and informs consumers about matters related to eye care. The OAC's bi-monthlies VISION and LA REVUE magazines, which canvass issues of concern to opticians, have been published and distributed free of charge across Canada since 1991 and 2007 respectively.

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