



America's Best Contacts & Eyeglasses Named Official National Partner of Monster Jam®

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National Vision, Inc. and Feld Entertainment® forge partnership to offer full Monster Jam experience for America's Best customers

Duluth, Ga. (November 15, 2016) - National Vision, Inc., one of the nation's largest optical retailers providing quality, affordable eye care and eyewear, and Feld Entertainment, the worldwide leader in producing live family entertainment, announced today National Vision, Inc.'s America's Best Contacts & Eyeglasses brand as an official national partner of Monster Jam®. The collaboration includes cross-promotion, advertising and fully immersive experiences for both America's Best customers and Monster Jam fans.

"Our research shows that Monster Jam fans are 140% more likely than the average adult to shop at America's Best Contacts & Eyeglasses, so partnering with Monster Jam made perfect sense," said Alex Louw, Senior Vice President of Marketing for National Vision, Inc. "Additionally, Monster Jam brings exceptional entertainment at a great value for the whole family, and at America's Best, we provide that same great value in eye care and eyewear for the whole family. We are honored to be able to help bring quality and affordable eye care and eyewear to Monster Jam fans around the country."

As part of the partnership, America's Best customers who spend \$69.95 on the purchase of eyeglasses or contact lenses are eligible to receive one free ticket to a Monster Jam event. (Offer may differ in some states.) The partnership also includes store visits by Monster Jam trucks and autograph signings in numerous markets across the country each year. As an added bonus, each year, 20 markets will be selected to receive a full "Monster Jam Experience," offering customers a unique chance to see one of the most iconic monster trucks of all time up close.

"At Feld Entertainment, we are thrilled to have America's Best join our team and become an official national partner of Monster Jam," said Jason Bitsoff, Senior Vice President of Global Partnerships for Feld Entertainment Inc. "We couldn't be more honored to partner with this leading brand and value-oriented company, as they bring affordable eyewear and eye care to all Americans, ensuring everyone can clearly see and experience the most action-packed live event on four wheels, Monster Jam."

The partnership will be supported with national promotions featuring both Monster Jam and America's Best in television, digital and social media advertising as well as through local store and event content generation.

For information about the America's Best and Monster Jam partnership, please visit www.nationalvision.com.

About National Vision, Inc.

National Vision, Inc. is one of the largest optical retail companies in the United States with more than 900 stores in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail divisions: America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, and Vista Optical inside Fred Meyer and on select military bases offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

About Feld Entertainment

Feld Entertainment is the worldwide leader in producing and presenting live touring family entertainment experiences that lift the human spirit and create indelible memories, with 30 million people in attendance at its shows each year. Feld Entertainment's productions have appeared in more than 75 countries and on six continents to date and include *Ringling Bros. and Barnum & Bailey*®, *Monster Jam*®, *Monster Energy Supercross*, *AMSOIL Arenacross*, *Disney On Ice*, *Disney Live!* and *Marvel Universe LIVE!* More information about Feld Entertainment is available online at www.feldentertainment.com.

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