



National Vision Celebrates the Importance of Eye Exams and Helping Kids Prepare for Back-to-School

August 1, 2018

Company Observes August as an Important Vision Health Month with National Eye Exam Month, Children's Eye Health and Safety Month, and Children's Vision and Learning Month

DULUTH, Ga., Aug. 01, 2018 (GLOBE NEWSWIRE) -- [National Vision Holdings, Inc.](#) (NASDAQ:EYE), one of the nation's largest optical retailers providing quality, affordable eye care and eyewear, is proud to join in the optical industry's celebration of August as National Eye Exam Month, Children's Eye Health and Safety Awareness Month, and Children's Vision and Learning Month.

"Annual eye exams are important for everyone, but especially kids and teens. Beyond providing a prescription for eyeglasses and contact lenses, an eye exam can detect hundreds of potential health concerns, ranging from eye diseases to life threatening conditions such as brain tumors and aneurysms," said Reade Fahs, Chief Executive Officer of National Vision Holding, Inc. "As kids and teens get ready to head back to school this year, ensuring their vision is in top shape can help them not only see the blackboard more clearly, but we know that it can also have a positive impact on self-esteem, behavior and social interactions."

According to the 2016 Vision Council Visionwatch Parent Child Vision Care Report, approximately 50 percent of children have not had an eye exam in the past two years. National Vision believes so strongly in the importance of getting kids and teens the eye care and eyewear they need that since 2015, the Company's largest retail brand – America's Best Contacts & Eyeglasses – has had a partnership with the Boys & Girls Clubs of America where Club kids can get free vision screenings, comprehensive eye exams and, if needed, glasses. Since its inception, more than 11,000 kids and teens have been screened across the nation.

"It's critical that we in the optical industry work together to help create solutions to the global optical health crisis," Fahs continued. "National Vision's philanthropic engine is fueled by our mission to help people by making quality eye care and eyewear more affordable and accessible – especially to our youngest patients and customers."

National Vision brands will be promoting both observances throughout the month of August, including promotion of its everyday offerings for kids and teens. America's Best Contacts & Eyeglasses offers an exclusive line of Monster Jam kids' frames as part of its signature offer of two pairs of eyeglasses for \$69.95, including a free eye exam. Eyeglass World customers can purchase two pairs of glasses for \$78, and kids have a wide array of frames to choose from including brand like New Balance, Hello Kitty and Tony Hawk. Both brands offer free impact-resistant polycarbonate lenses for children aged 13 and under.

About National Vision Holdings, Inc.

National Vision Holdings, Inc. is one of the largest optical retail companies in the United States with more than 1,000 retail 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 brands: [America's Best Contacts & Eyeglasses](#), [Eyeglass World](#), [Vision Centers](#) inside select Walmart stores, [Vista Optical inside Fred Meyer](#) stores and on [select military bases](#), and several e-commerce websites, offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

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