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FOR IMMEDIATE RELEASE

See Worthy Expands US Sales Team

TORONTO, CANADA (February 5, 2008) – See Worthy Inc., US and Canadian distributor of SABLE® WaterOptics products, announces expansion of their US nationwide sales force to meet the company's expected growth.

Drew Eichelberger of Vision Products Southeast, LLC will represent the company in the Southeast. Eichelberger, an independent manufactures representative, has been working in the optical industry since 1982 in various sales and sales management positions. His territory will include AL, FL, GA, MS, NC, SC and TN. Contact info: (ph) 813-929-6901; fax: 813-929-6902

The team members of Midwest Optical Consultants, consisting of Greg Eifert, Jim Roussel, and Bob Burkhardt, bring more than 80 years of experience in the optical industry to their retailers. The team will service the states of MI, IN, KY, OH, WV, and Western PA. Contact info: ph: 260-637-0880; fax: 260-637-0820

Chris Foley of Vision Services, based in St. Cloud MN, has 16 years of experience in the vision industry at wholesale, retail and manufacturing levels. Foley's territory will cover IA, IL, MN, ND, NE, SD and WI. Contact info: ph: 320-267-3937.

"My primary goal has always been to provide my clients with superior products in the optical industry," said Foley. "See Worthy provides a great product because it eliminates the typical problems with swim goggles: fogging, leaking and distortion."

Innovative Visual Products will serve the Mid-South states of: TX, LA, OK, AR, NM, MO, and KS. Founder Scott Gaber and associates bring over 20 years of experience in the optical business- identifying cutting edge technology for emerging labs and retailers.

"Many of my customers here in the south have expressed interest in true water optics," said Gaber. "We now have a product that really solves problems that swimmers face every time they get in the water."

Wayne Parkola of Vision Products West has served the Optical industry for over 25 years. His past work history includes positions in wholesale, retail, manufacturing, import/export, and warehousing. Wayne will represent SABLE WaterOptics in the states of CA, AZ, UT, NV, WA, OR, MT, ID, WY and HI.

Dick Paul, of Vision Products, Inc., has been a manufacturer rep for over twenty-five years, covering the Northeast region of the United States. Paul has been involved in introducing new technologies and products to the Optical Industry and has been active in consulting and marketing throughout all the optical channels. His sales region will cover ME, NH, VT, MA, CT, RI, NY, NJ, DE, MD, VA and Eastern PA. Located in Marblehead, MA, he can be reached by his office number (781) 631-7151 or his cell phone (781) 354-3354. He can also be contacted by e-mail dick.paul@vpib2b.com.

"We're delighted to have such a talented team of sales professionals on board to tell the See Worthy story to eye care professionals across the country," said Nick Lantinga, VP of Sales for See Worthy. "SABLE WaterOptics is a break-through product that the whole optical industry can be proud to stand behind," said Lantinga.

See Worthy Inc., a privately-held, family operated business based in Toronto, Canada, is dedicated to providing consumers with crystal clear vision in, under, and above the water. SABLE® WaterOptics products offer optical precision lenses for clearest vision; prescription lenses for each eye; the ultimate in full eye protection and perfect fit. For more information on SABLE WaterOptics products, please visit <http://www.sablewateroptics.com>