

See Worthy and Quest Optical Specialty Lab Join Forces to Promote SABLE WaterOptics

The partnership will increase E.C.P. and lab awareness of premium water eye-wear.

TORONTO, Ontario, December 9, 2006 – See Worthy Inc. announced today that it has reached agreement with Quest Optical Specialty Lab to promote its premium, prescription water eye-wear--SABLE WaterOptics—to optical laboratories and E.C.P.'s across the country.

The partnership combines the expertise and reputation of Quest Lab with the finest water eye-wear on the market. “We’re pleased to promote SABLE WaterOptics,” said Michael Walach, C.E.O. of Quest. “Its optical standards are exacting and reliable. That’s what we stand for in the industry; that’s what impressed us about this product.”

Paul Lantinga, President of See Worthy, is equally enthusiastic. “What makes our product so different from others is the optical accuracy. Our aspherical and flat lens technologies offers clarity in and out of the water. We’re proud to be associated with Quest; it’s significant to partner with a company known for its specialty expertise,” he said. “With 15 million myopic swimmers in the US alone, there should be plenty of opportunity for us and for the labs we’re looking to bring on board.”

See Worthy Inc. will provide product within its standard range of prescription lenses—plano, and -1.5 to -10.00—and Quest Optical Specialty Lab will continue to grind lenses for special orders.

Quest Optical Specialty Lab does business *EXCLUSIVELY with wholesale labs.*

It provides optical laboratories with specialty ophthalmic correction RX lenses which are out of range for production equipment, require specialized tooling, equipment, are labor intensive or require specialized skills and knowledge. This includes hi-power lenses, slabs, strong cylinders, strong prisms, thinned blended edge prisms, prism segs, diving masks and AR.

See Worthy Inc., the exclusive distributor of SABLE WATEROPTICS, introduced their premium prescription water eye-wear in the spring of 2006 at the Midwest Vision Congress and Expo; since then, they have continued to broaden awareness and enlist new partners—optical laboratories and E.C.P.s—in distribution and sales.

www.seeworthyinc.com, www.questopticallab.com

For Further Information:

Christina de Jong
Director of Marketing & Communications
See Worthy Inc.
Tel. 416.261-2127
Fax. 416.261-4831
Email. christina@seeworthyinc.com