



See Worthy Adds Luzerne Optical Labs As Wholesale Distributor

TORONTO, Ontario, April 10, 2007 – See Worthy Inc. has added a major distributor with an optical laboratory, linking with Luzerne Optical Laboratories to provide both prescription and nonprescription swim goggles to Luzerne’s line of eyecare products and lab services.

“We are pleased to offer a quality product to ECP’s that will help them serve the needs of 58 million swimmers of which 15 million are near-sighted in the USA,” said Neil Dougherty, Luzerne’s General Manager. “There is a great opportunity for our customers to service this market instead of their patients buying from other non-optical channels.”

Thirty-four-year-old Luzerne Optical, based in Wilkes-Barre, Pa., serves more than 6,000 eyecare practitioners nationwide and is the largest independently owned single-location wholesale laboratory in the U.S.

See Worthy Inc., the exclusive North American distributor of SABLE WaterOptics, introduced their premium prescription aquatic eyewear in 2006 at the Midwest Vision Congress and Trade show; since then, they have continued broaden awareness and enlist new partners—optical laboratories and E.C.P.s—in distribution and sales.

www.seeworthyinc.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