



## PRESS RELEASE

### CANADIAN OPTICAL WAREHOUSE LAUNCHING THE FIRST BEST PRICE POLICY IN OPTICAL CARE IN NOVA SCOTIA

#### Opening of the first Canadian Optical Warehouse in Nova Scotia

**Halifax, November 26, 2014** – Today, the opening of the first Canadian Optical Warehouse in Nova Scotia was celebrated in the presence of many guests. Located at 103 Chain Lake Drive, the new store required an investment of more than \$200,000 and will create 4 new positions in Halifax.

“While consumers are turning more and more towards buying glasses online for better prices, Canadian Optical Warehouse offers an innovative concept where customers can take care of their visual comfort as well as their budget,” proudly announces, co-owner of the new store. The optical market is unique; combining fashion and health requiring the choice of a frame and prescription lense with the assistance of an eyecare professional. At The Canadian Optical Warehouse, the consumer will receive comparable to online purchase pricing and will benefit from the services of an optician. This will ensure the glasses are perfectly adjusted to each individual’s face shape, lifestyle, profession and fashion preferences. More than 1,600 frames are on display at the new store in Halifax. Customers need to bring their prescription.

#### **Best Price Policy in Optical Care in Nova Scotia**

The director of the Canadian Optical Warehouse took the opportunity to announce the launch of its Best Price Policy in Optical Care in Nova Scotia. At The Canadian Optical Warehouse, eyeglasses with single vision lenses start at \$59.90, while eyeglasses with digital progressive lenses start at \$159.90, a price difficult to match by competitors. “The choice of location, as well as a warm and simple store design, characterize our approach. In addition, exclusive agreements with several international laboratories and European designers, paired with volume purchases, complement the benefits that only we, at The Canadian Optical Warehouse, can share with our customers” says Ms. Kassandra Lepage, Optician and Supervisor. “The Canadian Optical Warehouse guarantees that the consumer will get the best price for similar eyeglasses in Halifax” adds Ms. Lepage.



### **Safety Advantage For Everyone (SAFE)**

The Canadian Optical Warehouse also offers unique products for health and safety at work. The "SAFE" concept offers several models of safety frames. The exceptional value will attract companies and their workers. As with standard eyeglasses, customers need to bring in their prescription.

Other benefit programs will be introduced for students, seniors and businesses.

The Canadian Optical Warehouse began operations in Trois-Rivières, Quebec. Upon opening, consumers responded very positively and sales quickly exceeded expectations. A new concept was born, meeting the needs of consumers. The company has four stores, three in Quebec: Trois-Rivières, Drummondville and Laval and one in St. Catherine's, Ontario. With the quality of its service and its Best Price Policy for Optical Care in Nova Scotia, The Canadian Optical Warehouse is sure to become one of the largest retail networks for eyewear in Eastern Canada in the coming years.

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