



CALIFORNIA OPTOMETRIC ASSOCIATION

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FOR IMMEDIATE RELEASE

January 1, 2006

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COA and C&E Principals in Pact to Endow COA

SACRAMENTO, California - California Optometric Association (COA) has entered into a comprehensive transaction that secures the financial stability of COA for the future. The transaction, which involved the transfer of COA's ownership interest in Vision West, Inc. (VWI) to the principals of the C & E Vision Group, effectively creates a multi-million dollar endowment fund for the benefit of the Association and its members.

According to John Larcabal OD, President of COA, "The transaction has been carefully structured to ensure that the strategic business relationship that exists between VWI and COA will continue indefinitely into the future. COA and Vision West have entered into an ongoing relationship agreement that provides significant financial support to COA for sponsorship and support activities for an indefinite period of time."

Joseph Mallinger, OD, MBA, who will continue as the President/CEO of VWI added, "VWI will continue to operate as a stand alone corporation, with all its member discounts, benefits, State Optometric Association endorsement Agreements, and Vendor Programs the same as before the transaction."

VWI is one of the top ophthalmic purchasing networks in the nation with the largest vendor selection, full product discounts and the most financial support given to the independent profession. VWI is committed to being a comprehensive practice management resource. Members benefit from vendor discounts, continuing education, practice management tools, and career connection. Call (800) 640-9485 or log on to www.vweye.com for more details.

California Optometric Association, founded in 1899, is California's oldest recognized community for optometrists. It represents over 2,600 optometrists in the state. COA is dedicated to assuring the highest quality of health care for the public through the advancement of optometry. For more information log onto www.coavision.org.

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