

EZ Optical Savings Plan

Rochester Optical's

Additional Eye Care Benefit Plan

✓ **WHAT IS THE EZ OPTICAL SAVINGS PLAN?**

⇒ IT IS A PROGRAM DESIGNED TO SAVE MONEY ON EYE CARE FOR YOU AND YOUR FAMILY.

✓ **WHAT IS IN IT FOR YOU?**

⇒ GREAT SAVINGS ON EYE EXAMS, EYEGASSES AND CONTACT FITTINGS.

✓ **HOW DOES IT WORK?**

⇒ THERE IS NO FEE FOR JOINING THE EZ OPTICAL SAVINGS PLAN AS LONG AS YOUR COMPANY IS A RARES MEMBER! YOU WILL RECEIVE OVER \$200 WORTH OF CASH CERTIFICATES, PLUS THE 20% INSURANCE DISCOUNT OFF OUR PRICES AT ALL OUR RETAIL LOCATIONS. AND IT WORKS WITH YOUR BLUE CHOICE OR PREFERRED CARE INSURANCE (FAMILY INCLUDES SELF, SPOUSE OR SIGNIFICANT OTHER, CHILDREN AND EMPLOYEE'S PARENTS).

✓ **HOW CAN MY EMPLOYEES SIGN UP?**

⇒ FILL OUT THE ENROLLMENT FORM, MAIL IT IN TO OUR LYELL AVENUE ADDRESS AT THE BOTTOM OF THE FORM, AND YOU WILL BECOME A LIFETIME MEMBER. IF YOU HAVE ANY QUESTIONS CALL 254-0022 TO SPEAK TO OUR EZ OPTICAL SAVINGS PLAN SALES REPRESENTATIVE.

✓ **WHAT WILL MEMBERS RECEIVE UPON ENROLLMENT ?**

- ⇒ MEMBERSHIP CARD WITH MEMBERS NAMES PRINTED ON THE CARD
- ⇒ 4 X \$10 CASH CERTIFICATE FOR PURCHASES OVER \$50
- ⇒ 1 X \$15 CASH CERTIFICATE FOR PURCHASES OVER \$100
- ⇒ 2 X \$20 CASH CERTIFICATE FOR PURCHASES OVER \$200
- ⇒ 2 X \$30 CASH CERTIFICATE FOR PURCHASES OVER \$300
- ⇒ 1 X \$50 CASH CERTIFICATE FOR PURCHASES OVER \$400

✓ **ROCHESTER OPTICAL OFFERS:**

- ⇒ LARGE SELECTION OF FRAMES, INCLUDING MANY DESIGNER NAMES
- ⇒ ALL MAJOR BRANDS OF CONTACT LENSES
- ⇒ EYE EXAMS AVAILABLE 5 DAYS A WEEK
- ⇒ COMPUTER EYEWEAR AND ANTI-REFLECTIVE COATING

Rochester Optical Locations:



- **Rochester**—Corner of Mt. Read & Lyell
1260 Lyell Avenue
Phone # 254-0193
- **Henrietta**—Hen-Jeff Plaza
400 Jefferson Road
Phone # 427-7230

- **Fairport**—Perinton Square Mall
6720 Pittsford-Palmyra Rd
Phone # 223-1990

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EZ Optical Savings Plan Examples with Insurance Benefit

Example One: Eye Exams

At other optical retailers		At Rochester Optical	
Eye Exam	\$60.00	Eye Exam	\$60.00
Insurance Benefit	-40.00	Insurance Benefit	-40.00
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YOU PAY	\$20.00	EZ Optical Cash Certificate	-10.00
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		YOU PAY	\$10.00

At other optical retailers		At Rochester Optical	
Guess™ Frame	\$199.95	Guess™ Select Package	\$179.00
SV Poly Lens	129.98	SV Poly Lens Upgrade	60.00
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Retail	329.93	Our Price	239.00
20% Insurance Discount	-65.98	20% insurance benefit	-47.80
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	263.95		191.20
Insurance Benefit	-60.00	EZ Optical Cash Certificate	-20.00
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YOU PAY	\$203.95		171.20
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		Insurance eyewear benefit	-60.00
		YOU PAY	\$111.20

Example Two: Eyewear

The savings you enjoy from this program are significant, and the EZ Optical cash certificates can be used by any member in your family whose name appears on the membership card.

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