

## VOGUE MAGAZINE FEATURES LAWRENCE START-UP COMPANY

*REVITALVISION UNVEILED AS THE WORLD'S ONLY PROVEN,  
NON-SURGICAL THERAPY TO IMPROVE VISION*



**For Immediate Release**

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**Lawrence, Kan.** – More than 10 million *Vogue* readers were introduced to a Lawrence-based company, RevitalVision LLC, in a two-page feature in the current October 2009 magazine.

**RevitalVision is the world's only clinically and scientifically proven\*, non-surgical therapy to improve vision.** It increases the communication between your eyes and your brain to help you see better without surgery, drugs or glasses.

RevitalVision represents a new category in vision improvement -- **a non-invasive technology that enhances eyesight neurologically.** This computer-based, neural therapy is clinically and scientifically proven to improve the vision outcomes for post-cataract, post-refractive (LASIK) and presbyopia (need for reading glasses) patients.

Acclaimed *Vogue* health writer and former LASIK surgery patient Ginny Graves recently began experiencing a decline in vision resulting from presbyopia and was recommended RevitalVision by an eye surgeon. **Like the thousands of RevitalVision clinical trial patients, Graves had success with the vision improvement program and subsequently no longer required reading glasses.**

According to Grave's article, "Headlights were less glary. Newsprint was crisper. When I sat down with a book before bed, I no longer had to hold the book at arm's length to decipher words. And, when I went to my doctor for my final post-training exam, I could read the smallest letters on the eye chart: EDFCZP. **I had gained a whole line on the eye chart! I've never been so happy to see anything in my life."**

"It was an honor to be validated by one of the top health writers in the country," said Dennis Depenbusch, Chief Executive Officer of RevitalVision and Lawrence resident. **"We are overwhelmed by the amount of interest the *Vogue* feature has created for RevitalVision, furthering our mission to simply help people see better, naturally."**

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Based on science developed by Nobel Prize winner Dennis Gabor and originally developed in Israel in 1999, RevitalVision, formerly known as NeuroVision Inc., relocated to Singapore in 2004. Furthermore, RevitalVision underwent 10 years of development, including clinical trials, totaling more than \$30 million of investment.

**In 2009, three prominent ophthalmic surgeons, recognized as “Top 50 Influential Ophthalmologists in World” by *Cataract and Refractive Surgery Today*, led the purchase and the launch of U.S.-based RevitalVision.** In addition to purchasing RevitalVision, each of these founders completed clinical trials and assisted in product development. Founding Ophthalmologists include: **Dr. Daniel S. Durrie, MD, Overland Park, Kan.; Dr. John D. Hunkeler, MD, Overland Park, Kan.; and Dr. Richard L. Lindstrom, MD, Minneapolis, Minn.**

**On average, RevitalVision’s clinical trial patients’ vision improved by more than two lines on an eye chart, as well as improved contrast sensitivity by at least 100% after completion of the program.**

Additional benefits include:

- Ability to read smaller print on a newspaper, menu, or computer screen
- Better vision at night - especially while driving
- Reducing or eliminating the need for reading glasses

**Patients complete twenty 20-minute individual sessions and typically report improvement in as few as 10 sessions.** This program is monitored online and allows users to complete the program in the comfort of their home, on their own time. It is tailored to an individual’s visual condition and paced according to their ability.

“RevitalVision will become an integral part of the way we enhance the visual outcome for our patients,” said Hunkeler, Founder of Hunkeler Eye Institute and Chairman of the Department of Ophthalmology at the University of Kansas School of Medicine. **“After conducting the clinical trials, it was obvious RevitalVision was a product we could not afford to pass up.** Our patients adapted and really improved their quality of vision, so we strongly encourage participation in the program.”

**The program is professionally monitored.** For more information and to purchase RevitalVision, please visit: [www.RevitalVision.com](http://www.RevitalVision.com)

\*Clinical evidence can be found at: [www.revitalvision.com/Doctors/ClinicalTrials/](http://www.revitalvision.com/Doctors/ClinicalTrials/)

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**About RevitalVision:** RevitalVision exists to improve quality of life by enhancing quality of vision. It is the result of more than 20 years of scientific and clinical research in the field of visual neuroscience. This work has been completed in the U.S. and around the world. Our goal is to be the world leader in non-invasive vision improvement. More information is available at: [www.RevitalVision.com](http://www.RevitalVision.com)