

NEWS RELEASE

ReadingGlassesShopper.com partners with PRVAIL for international vision restoration

INDIANAPOLIS, IND. (Dec. 1, 2008): ReadingGlassesShopper.com announces its collaboration with Partners in Restoring Vision and Improving Lives (PRVAIL) in order to help create awareness and raise funds for the organization.

PRVAIL's mission is to "provide nominally priced new readers and sunglasses to groups of charitable Samaritans who personally serve the vision needs of those throughout the world who otherwise would have no access." The organization hopes to be able to distribute more than one million pairs of reading glasses and sunglasses per year by 2010.

In order to help PRVAIL encompass its mission, ReadingGlassesShopper.com will donate \$1 US to the organization for every pair of reading glasses sold on its site in December 2008.

"We saw a need for increased awareness for vision aid both in the United States and around the world," says Mark Easterday, Director of Marketing for ReadingGlassesShopper.com. "PRVAIL's mission to improve lives through vision restoration really hit home with us."

ReadingGlassesShopper.com will also utilize its established network of bloggers to help spread the word about PRVAIL's mission and the importance of supporting those whose vision suffers.

"Reading glasses can make a dramatic difference in the lives of people all over the world," says Mark Sachs, Director for PRVAIL. "These people rely on support of organizations that are willing to dedicate their time and money to bring the gift of sight to them. It is wonderful to find a company like ReadingGlassesShopper.com that wants to 'give back' by supporting our efforts."

Founded in 1998, ReadingGlassesShopper.com is the online leader in discount reading glasses, offering more than 100 styles of quality reading glasses and sunglasses at affordable prices. Dedicated to providing the best service and shopping experience possible, ReadingGlassesShopper.com backs all merchandise with a 30-day return policy and 100% satisfaction guarantee.

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