

Contact:

Vida Communication (On behalf of LensAR)

Stephanie Diaz (investors)

415-675-7400

sdiaz@vidacommunication.com

Tim Brons (media)

415-675-7400

tbrons@vidacommunication.com

FOR IMMEDIATE RELEASE

LensAR Appoints Chief Commercial Officer and Chief Operating Officer

Appointments are Latest Milestones in Efforts to Bring LensAR Laser System to Market

Winter Park, FL, September 8, 2010 – LensAR, Inc., the leading developer of next generation laser technology for cataract surgery and presbyopia, today announced the appointments of Nicholas Curtis as the company's chief commercial officer and Lothar Koob as chief operating officer. The appointments of Mr. Curtis and Mr. Koob, who each possess approximately 30 years of relevant life science industry experience, is the latest step for LensAR in its efforts to commercialize its LensAR Laser System™, a breakthrough technology that is being developed to enable novel "All Laser" procedures in the areas of cataract surgery and presbyopia. In May, LensAR received 510(k) clearance from the FDA for use of the LensAR Laser System for anterior capsulotomy during cataract surgery.

"We are thrilled to add both Nick and Lothar to the LensAR team. Nick has an impressive track record of developing and implementing successful commercialization strategies in the ophthalmology industry, while Lothar brings significant global experience in developing and commercializing innovative medical device, imaging and instrumentation products," said Randy Frey, founder and chief executive officer of LensAR. "With our recent 510(k) clearance from the FDA for the LensAR Laser System we are in a critical and exciting period for the company. We expect that Lothar's and Nick's broad expertise and keen insight as it relates to developing, marketing and selling a breakthrough technology will serve us well in our commercialization ramp-up."

Mr. Curtis possesses nearly 30 years of ophthalmology industry experience with key expertise in the commercialization, sale and marketing of cataract and refractive surgical products. He most recently served as vice president of sales at WaveTec Vision where he was credited with planning and executing the successful commercial launch of ORange®, the company's proprietary intraoperative aberrometer system. Mr. Curtis has also held key commercialization, sales and marketing positions with several other industry leaders including STAAR Surgical Company, TLC Vision, Laser Vision Centers, Refractive Surgical Resources, Chiron Vision, Allergan Medical Optics and American Medical Optics.

Continued onto next page

Mr. Koob has more than 30 years of experience successfully managing global life science businesses and developing and commercializing innovative medical products. He is a general partner at Extera Partners, a business advisory group which he co-founded. With expertise that spans the medical device, imaging and instrumentation industries, Mr. Koob has held various executive positions managing research and development, operations, sales, marketing, service, quality and regulatory functions. These have included president of the worldwide ophthalmic business for Zeiss/Humphrey, general manager of the worldwide ultrasound and MRI businesses for Siemens Medical Systems and executive vice president of Analogic Corporation.

About LensAR, Inc.

LensAR, Inc. is the leading developer of next generation laser technology for cataract surgery and presbyopia. The LensAR Laser System, which integrates an advanced ultra short pulse laser with propriety ocular measurement and laser scanning technologies, is being designed to allow physicians to perform several of the steps in cataract surgery (capsulotomy, lens fragmentation, precise astigmatic corrections and unique clear corneal incisions) in a single laser procedure. In addition to advancing its laser technology in the area of cataract surgery, the company is also developing the LensAR Laser System for the treatment of presbyopia.

For more information on LensAR and its laser technology, please visit our website at www.lensar.com

The LensAR Laser System is cleared by the FDA for anterior capsulotomy. For other indications it is an investigational device limited by United States law to investigational use only.

###