



FOR IMMEDIATE RELEASE

PRESBIA EXPANDS ITS MEDICAL ADVISORY BOARD WITH ADDITION OF REFRACTIVE SURGEON DR. RONALD KRUEGER

*Krueger to Contribute Expertise As Company Pursues Additional Regulatory
Approvals for the Flexivue Microlens™*

AMSTERDAM (July 26, 2010)—Presbia, a leading medical device company that has developed a corneal inlay optical surgical solution for presbyopia, announced today that refractive surgeon Dr. Ronald R. Krueger of Cleveland Clinic has joined its Medical Advisory Board. Dr. Krueger brings more than 26 years of experience in refractive surgery to the advisory board, which is chaired by Prof. Ioannis Pallikaris, M.D., widely regarded as the “father” of LASIK surgery.

Dr. Krueger joins the Presbia Board as the company pursues additional regulatory approvals for its Flexivue Microlens™--a safe, effective, and reversible solution to treat presbyopia thereby eliminating adults’ need for reading glasses.

Dr. Krueger, Medical Director of Refractive Surgery at the Cleveland Clinic Cole Eye Institute and Professor of Ophthalmology at Lerner College of Medicine at Case Western Reserve University, has performed over 18,000 refractive surgery procedures and has authored hundreds of peer reviewed manuscripts, abstracts, book chapters and trade journal articles.

"With a growing population of aging adults around the world, there is potential for technology that incorporates implantable, removable lenses to treat the loss of near vision," said Dr. Krueger "As a member of the Scientific Advisory Board, I look forward to taking an active role in the future development of this implantable lens technology."

"The addition of Dr. Krueger to our distinguished Medical Advisory Board significantly deepens the expertise of our team," said Prof. Pallikaris. "His extensive knowledge and experience in refractive surgery will enhance our ability to bring our proprietary lens to the growing presbyopic population."

- more -

In addition to serving as the Medical Director of the Department of Refractive Surgery at the Cleveland Clinic Cole Eye Institute since 1998, Dr. Kreuger has recently become a Professor of Ophthalmology at the Cleveland Clinic Lerner College of Medicine at Case Western Reserve University. He was a former Secretary of Education and board member of the International Society of Refractive Surgery prior to its merger with the American Academy of Ophthalmology, and now serves in both the executive committee and as program committee chairman of the new ISRS/AAO. For more than 15 years, Dr. Krueger has served as the Associate Editor at the Journal of Refractive Surgery, and he has lectured on refractive surgery in more than 40 countries. Dr. Krueger earned his Bachelor of Science in Electrical Engineering at Rutgers University in New Jersey, Master of Science in Bioengineering from the University of Washington in Seattle, and medical degree from the University of Medicine and Dentistry of New Jersey.

“Dr. Krueger’s role on our Medical Advisory Board will prove valuable as we move forward with our plans for the Flexivue Microlens™ to obtain further regulatory approvals, continue to advance its widespread commercialization, as well as assist us in providing a comprehensive solution for presbyopia to the large and growing population it affects,” said Vladimir Feingold, Chief Technology Officer of Presbia. “His distinguished career is rich with experience in the field of refractive surgery.”

Dr. Krueger is a paid consultant to Presbia.

Contact: Theresa Matson

Tel: +1-323-860-9544

Email: theresa@presbia.com

Note: The Flexivue Microlens™ and related medical procedures are not available in the United States and have not been evaluated or approved by the U.S. Food and Drug Administration.

#