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Media Contact:  
Maurissa Bornstein  
858-925-7567

**AcuFocus Names Ophthalmic Sales Veteran Mike Judy as  
Chief Commercialization Officer**

IRVINE, Calif., July 20, 2010— AcuFocus ([www.AcuFocus.com](http://www.AcuFocus.com)), maker of an innovative corneal inlay that may revolutionize the treatment of near vision loss (presbyopia), today announced the appointment of Michael (Mike) Judy, a 25-year veteran of ophthalmic global sales and marketing, as chief commercialization officer.

In his new role, Judy, (50), will manage all aspects of sales and marketing for AcuFocus and partner with the Company's research and development, clinical and regulatory, and manufacturing departments to bring the KAMRA™ inlay to market outside the United States. The innovative KAMRA™ inlay technology offers those over 40 a treatment option for improving near vision and reducing dependency on reading glasses.

"The addition of Mike Judy to AcuFocus further strengthens our executive team, which is comprised of world-leading experts in the health care, medical device, and ophthalmology industries," said Ed Peterson, AcuFocus President and Chief Executive Officer. "Mike's track record of bringing major products to market and exceeding sales and operations plans year over year will be invaluable for the Company as we continue to strategize and support the growth of our groundbreaking KAMRA™ technology in eye centers across the globe."

The KAMRA™ inlay received CE mark for use in the European Union in 2005 and is an investigational device under IDE (Investigational Device Exemption) in the United States. The device provides a revolutionary treatment option for near vision loss, or presbyopia, which affects 1.5 billion people worldwide.

"The KAMRA™ inlay is designed to provide tremendous benefits to adults over 40, many of whom find it increasingly difficult to read small print found on items such as mobile devices, prescription labels, and in books," Judy said. "We're excited about the potential for the KAMRA™ inlay as it should prove to be a good surgical option for the correction of presbyopia. People in Europe and Asia who have had the inlay implanted are already enjoying their newfound reading vision."

Prior to joining AcuFocus, Judy served as vice president, global marketing for Bausch & Lomb and was responsible for setting strategic direction for the Company's global surgical business. His deep background in marketing and sales has also included leadership positions with Eyeonics, Allergan's IOL Surgical Division (now a part of Abbott Medical Optics), and Pharmacia.



### **About Presbyopia**

Presbyopia, a part of the normal aging process, reduces the ability of the eye to focus on near objects. This condition occurs when the crystalline lens of the eye loses its flexibility, making it difficult to focus on close objects. Presbyopia may seem to occur suddenly, but the actual loss of flexibility takes place over a number of years, usually becoming noticeable in the early to mid-40s. Presbyopia is not a disease and it cannot be prevented. Traditionally, most people with presbyopia have had to use reading glasses to improve their near vision.

### **About AcuFocus and the KAMRA™ Inlay**

AcuFocus, Inc., a privately held company located in Irvine, California is developing the KAMRA™ inlay for the treatment of presbyopia. The KAMRA™ inlay is a stationary intra-corneal inlay designed to create a small aperture effect, allowing the eye to see near and intermediate objects more clearly. By applying the “depth-of-focus” principle commonly used in photography, the KAMRA™ inlay controls light transmission allowing only central rays to reach the retina through a fixed 1.6 mm aperture. This outpatient procedure is completed by implanting the cornea inlay under a LASIK-type flap. Patients who have undergone this procedure are once again seeing numbers on a mobile device, reading text messages, and checking the time on a wristwatch with ease.

To find out more about the AcuFocus KAMRA™ inlay please visit [www.AcuFocus.com](http://www.AcuFocus.com) or [www.KAMRAinlay.com](http://www.KAMRAinlay.com).

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