

# For immediate release

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**First Insight**



## **First Insight® To Acquire E-Z Frame® Platinum Practice Management Software Business**

**Hillsboro, Oregon – September 28, 2006** – First Insight Corporation has signed an agreement to acquire the proprietary E-Z Frame Platinum practice management software business from Avant Garde Optics, LLC, the U.S. wholesale subsidiary of Luxottica Group. The acquisition will bolster First Insight's industry leading position and bring its total number of eye care professionals served to more than 4,500 in North America. Financial terms of the transaction were not disclosed.

The companies already have begun integration plans to ensure a smooth transition for eye care practices using the E-Z Frame software.

- All support and software transition is fully supported by First Insight's customer service team, effective October 5<sup>th</sup>, 2006. The support team can be reached at 1.800.358.2721 or 1.800.920.1940, Option 2, between 9 AM and 5 PM (Eastern Time), Monday through Friday.
- E-Z Frame customers can choose to continue using E-Z Frame with no changes to their current usage or configuration. Software changes will be made available periodically.
- Any E-Z Frame customers interested in adopting First Insight's maximEyes® 6.0 practice management and medical records solution will be provided discount pricing and a custom path for transition and support.

"We are happy to have partnered with First Insight," said Pierre Fay, Senior Vice President, Avant Garde Optics, LLC, the U.S. wholesale subsidiary of Luxottica Group. "We extensively researched practice management vendors to find the best fit for our E-Z Frame customers. We decided to partner with First Insight as they have a solid reputation for exceptional practice management / Electronic Medical Records (EMR) solutions, and quality service. That made them the top choice."

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“We’re very happy to welcome E-Z Frame clients to our First Insight network,” said Nitin Rai, president and CEO of First Insight. “Our primary goal right now is put those clients’ minds at ease; we are here to take care of their support needs. For those interested in upgrading from E-Z Frame to maximEyes, we can assure them a smooth transition.”

According to Rai, First Insight was interested in the acquisition as a way to further its reach into eye care practice management. “Our company is strongly dedicated to being the highest-quality, most trusted vendor in the market,” he said. “This is an opportunity for us to expand our reputation and interact even more extensively with doctors and practice leaders.”

### **About First Insight**

First Insight<sup>®</sup> Corporation, based in Hillsboro, Oregon, is widely recognized in the eyecare industry as the most complete and versatile practice management and electronic medical records software company. Its focus is to help doctors achieve a paperless practice through maximEyes, optometry.net, and paradEyes.com. MaximEyes’ key features include: sophisticated claims management, scheduling, optical inventory management, powerful HIPAA-compliant electronic medical records, integration with Eyefinity.com for VSP claims filing, unique VSP calculator, comprehensive data conversions, industry leading customer support, and onsite training by certified trainers who are highly experienced in the eyecare and software industries. Since the company’s introduction in 1994, First Insight successfully supports more than 4,500 eye care professionals in North America. For more information, call 1.800.920.1940 or visit [www.first-insight.com](http://www.first-insight.com).