

Bausch + Lomb Celebrates New Biotrue™ Multi-Purpose Lens Solution with FREE Admission for Thousands to Some of America's Most Visually Inspiring Attractions

National contest offers contestants the chance to win a trip for two to one of the top 10 most visually inspiring places in the U.S.

FOR IMMEDIATE RELEASE

ROCHESTER, N.Y. — August 9, 2010 — To celebrate the launch of its newest lens care product, Biotrue™ multi-purpose solution, Bausch + Lomb has teamed up with esteemed journalist and world traveler Lisa Ling to challenge Americans to find visual inspiration in their surroundings. In an effort to make some of the nation's most beautiful, compelling sites more accessible to consumers, the company will offer free admission on Friday, August 13, to visitors at the Aquarium of the Bay in San Francisco with an unobstructed view of the Golden Gate Bridge, the Space Needle in Seattle and the John Hancock Observatory in Chicago, as well as free ferry tickets to view the Statue of Liberty in New York City.

"My work as a journalist has afforded me the opportunity to travel to some of the most visually inspiring sites in the world," said Lisa Ling, global traveler and host of National Geographic's *Ultimate Explorer*. "I am thrilled to be a part of the Biotrue™ brand initiative to encourage Americans to find visual inspiration by exposing them to breathtaking imagery at some of the finest attractions in our country."

Biotrue™ multi-purpose solution is the only* lens care solution that brings together three bio-inspired innovations: it has a lubricant found naturally in the eyes, matches the pH of healthy tears, and keeps certain beneficial tear proteins active.

"Just as we sought inspiration from the eye in developing Biotrue™, we are encouraging consumers to embrace visual inspiration and recognize the importance of healthy lens care," said Lisa VanDeMark, vice president, brand marketing, U.S. Vision Care, Bausch + Lomb.

Additionally, Bausch + Lomb is launching the "Inspiration in Your Eyes" contest, inviting consumers to share a story about the U.S. location most visually inspiring to them. The grand prize winner will receive the experience of a lifetime— an all-expense paid trip for two to one of the top 10 most visually inspiring places in the U.S. Consumers can visit www.facebook.com/biotrue to enter.

Bausch + Lomb commissioned a survey in partnership with "Best Places" expert Bert Sperling to rank and identify the most visually inspiring sites in the United States. The survey revealed the top 10 visually inspiring sites to be: the Grand Canyon (Arizona), Yellowstone National Park (Wyoming), Great Smoky Mountains National Park (Tennessee), Statue of Liberty (New York), Golden Gate Bridge (California), Glacier National Park (Montana), Waimea Canyon (Kauai, Hawaii), Columbia River Gorge (Oregon), Garden of the Gods (Colorado), Glacier Bay National Park (Alaska).

Biotrue™ multi-purpose solution, inspired by the biology of your eyes™

Biotrue™ multi-purpose solution is currently available in the U.S., with other global markets to follow. Biotrue™, featuring a clear bottle that allows you to track how much solution remains, comes in a range of sizes and can be found at most nationwide food, drug and mass retailers. Pricing is based on product size and varies from retailer to retailer. Biotrue™ is the newest in Bausch + Lomb's portfolio of lens care products that also includes renu® fresh™ and renu® sensitive™ solutions.

For more information about Biotrue™ multi-purpose solution, please visit your local eye care practitioner and www.biotrue.com.

About Bausch + Lomb

Bausch + Lomb is dedicated to bringing visionary ideas to eye health. Its core businesses include contact lenses and lens care products, ophthalmic surgical devices and instruments, and ophthalmic pharmaceuticals. The Bausch + Lomb name is one of the best-known and most respected healthcare brands in the world. Founded in 1853, the company is headquartered in Rochester, N.Y., and employs more than 10,000 people worldwide. Its products are available in more than 100 countries. More information is available at www.bausch.com.

*among multi-purpose solutions in the United States

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