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VisionSpring Announces New Operating Executive Hire

*Sean Mayberry Joins VisionSpring as Chief Operating Officer.
Accomplished International Development and Business Leader to Drive VisionSpring's Global
Growth.*

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New York, NY, October 26th, 2009 – VisionSpring today announced the appointment of Sean Mayberry as Chief Operating Officer. Based in New York, Mr. Mayberry will be responsible for leading VisionSpring's global team and driving the organization's growth as it works to provide millions of affordable eyeglasses and sustainable business opportunities women throughout the developing world, empowering them to build a better life for themselves, their children and families.

Mr. Mayberry, who has more than 20 years' experience in international development, business, and diplomacy, will report to Dr. Jordan Kassalow, Chairman and Co-Founder of VisionSpring, and will operate the organization and business and lead the organization's Senior Management Team. Sean, his wife Joanne, and their four boys, will be relocating to the New York City Metropolitan area after many years abroad in both India and the Democratic Republic of Congo.

"I am thrilled that Sean Mayberry will be joining our team. His wealth of experience in social enterprise, international development, and global health will be a boon to VisionSpring as we grow our enterprise to serve the millions of people in the coming years," says Dr. Kassalow.

Mr. Mayberry comes to VisionSpring from Population Services International (PSI), a leading global health and social marketing organization, where he has served as Managing Director for India since 2007. In this position, he directed a 1,500 person, \$35 million social marketing program with field presence throughout the Indian sub-continent. Prior to his post in India, Mr. Mayberry served as Country Representative for PSI in the Democratic Republic of Congo and the Republic of Congo.

In addition to his work at PSI, Mr. Mayberry has significant international business and government experience. He has worked in a variety of management capacities for the Intel Corporation in both the US and the Philippines, including directly managing electronics manufacturing suppliers in Asia. From 1988 through 1995, Mr. Mayberry held numerous positions at the US Department of State, including Foreign Service Officer in Kenya, where he was deeply involved in relief operations in Somalia, and Consular Officer to the American



Embassies in The Netherlands and Kenya. Mr. Mayberry holds an MBA in International Management from the Goizueta Business School at Emory University and a BS in Management from Rensselaer Polytechnic Institute in New York.

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About VisionSpring

VisionSpring (www.visionspring.org), founded in 2001 by New York Optometrist Dr. Jordan Kassalow, is an award-winning social enterprise that provides affordable eyeglasses to the 400 million people throughout the developing world who need them to live productive lives while creating sustainable business opportunities for women, empowering them to build a better life for themselves, their children and families. Through its signature “Business in a Bag,” VisionSpring enables women entrepreneurs to start their own businesses providing low-cost glasses on a sustainable basis for the poor, for whom the loss of income due to deteriorating vision is most devastating. VisionSpring and its partners in 12 countries across Africa, Asia, and Latin America support over 3,000 Vision Entrepreneurs. VisionSpring has been internationally recognized by The Skoll Foundation, The Aspen Institute, and The World Bank, and its work has been highlighted by *The Economist*, *The Harvard Business Review*, and *The International Herald Tribune*, among many others. President Clinton has said that VisionSpring’s work will “help hundreds of thousands of people and in the process create a whole new sector of the economy.”