

**Client Contact:**

Peter Boublis

Miki Sangyo

973.263-4111

pboublis@mikisangyo.com**Agency Contact:**

Patrick Brightman

SGW

973.263.5475

pbrightman@sgw.com

Miki Sangyo (USA) Unveils New Web Site

— *Leader in Ophthalmic Products Develops Web Site with Information on Equipment, Lenses, Lens Materials, and Consumables* —

Parsippany, NJ (August 2006) – Miki Sangyo (USA) announces that it has developed a new company web site – www.miki-usa.com – that will serve as a major sales, marketing, and communications vehicle for the company. The new web site emphasizes simple navigation for users, so ophthalmic professionals can easily obtain valuable information on Miki's Vision Products complete including equipment, lenses, lens materials, and consumables for the ophthalmic industry.

"Our new web site has been developed to serve as an interactive tool that will allow us to best meet the needs of our customers. It provides them with 24/7 access to our products, as well as a means to contact us quickly and easily. The web site also allows us to improve our sales and marketing tools," said Larry Gaito, President of Miki-USA.

The web site provides valuable information on the company's products, including the industry-leading Riki Pads. Other products on www.miki-usa.com include AR coating equipment, hard coating equipment, cleaning equipment, lenses, lens materials, hard coating liquids, and polarizing film for cast and injection molded lenses. A full line of consumables, including evaporation chemicals, hydrophobic coating materials, and edging pads, are included as well. All of the products on the web site are designed to improve yields and reduce lens waste for finishing labs.

(more)



Corporate information is also on the site. The history of the Miki Sangyo is outlines and the site provides details on locations and various methods to contact the company.

About Miki Sangyo, Inc.

Miki Sangyo is the North American subsidiary of Miki & Co Ltd., a family-owned global trading company headquartered in Tokyo. Miki Sangyo provides a wide range of ophthalmic products, including AR coating equipment, hard coating equipment and cleaning equipment; lens materials; hard coating liquids; and polarizing film. The company also provides evaporation chemicals, hydrophobic coating materials, and surfacing and finishing supplied for optical laboratory applications.

For more information, visit www.miki-usa.com or call 800.833-8342. For samples, please fax your requests to (973)263-1325.

####

