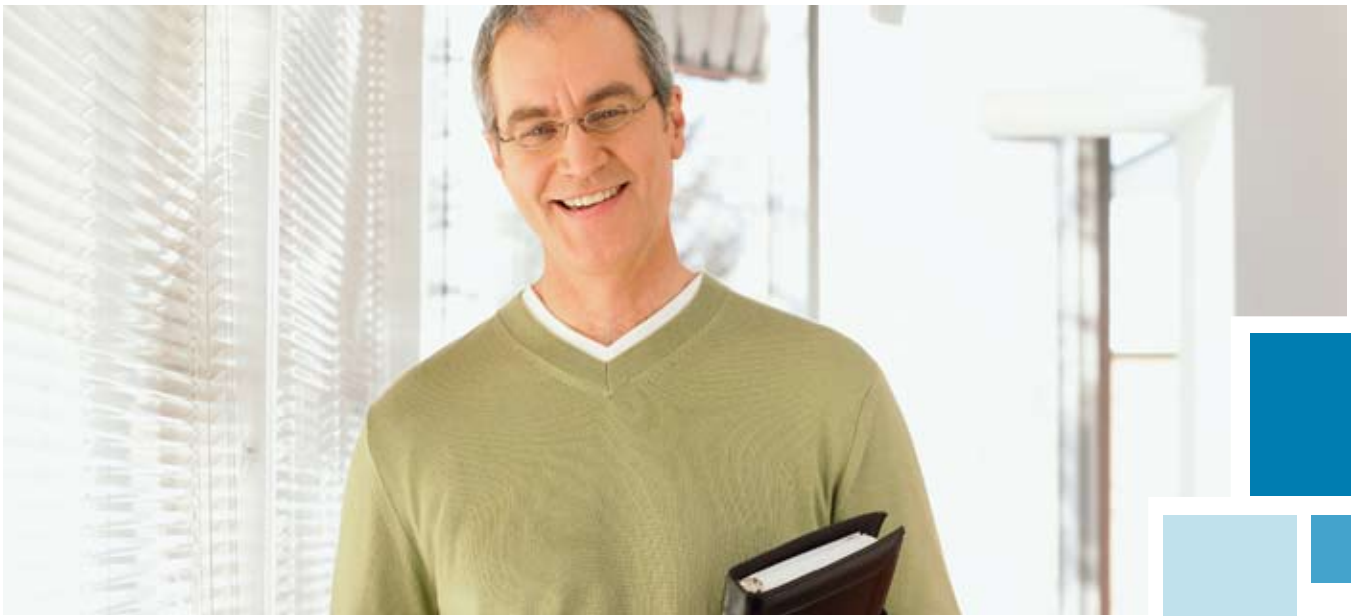


Delta Dental Subscribers Now Have A Vision Care Discount Program Through EyeMed Vision Care

Delta Dental of Iowa is well-known for providing excellent dental benefits. Now, through an association with EyeMed Vision Care, Delta Dental subscribers have access to a vision care discount program at no additional cost to them.



The vision discount program provides the following features:

- Discounts on eye exams
- Discounted pricing for lenses and lens options
- Savings on eyeglass frames and conventional contact lenses
- Unlimited use
- Discounts on LASIK and PRK
- Competitive pricing on contact lenses through Contact Lens by Mail
- Access to a large, diverse network of providers

Did you know:

- Only 50% of Americans get regular eye exams.
- One in five people are at risk for vision loss.
- 75% of Americans wear vision correction.

Regular eye exams not only help correct vision problems, but comprehensive eye exams can also reveal the warning signs of more serious undiagnosed health problems such as hypertension, cardiovascular disease and diabetes. No matter what your age, eye exams are important for your overall health.

Using Your EyeMed Discount Program

1. Locate an EyeMed provider by calling 1-866-246-9041 or go to www.eyemedvisioncare.com/deltadental.
2. When scheduling your appointment, inform the office that you are a Delta Dental member with an EyeMed discount plan.
3. Once you arrive, present your Delta Dental ID card to receive discount services. Your EyeMed provider will take care of the rest!

EyeMed Provider Network

The EyeMed network consists of private practice optometrists, ophthalmologists, opticians and some of the nation's top optical retailers including LensCrafters®, Pearle Vision®, Sears Optical® and Target Optical® locations. Schedule an appointment today for all of your eye care needs!

For more information on the EyeMed Discount Program through Delta Dental of Iowa, go to www.eyemedvisioncare.com/deltadental or call 1-866-246-9041.

EyeMed Vision Care Discount Program for Delta Dental of Iowa Subscribers

Discounted exam and defined materials discounts

Vision Care Services	Delta Dental Member Cost/Discount
Exam with dilation as necessary	\$10 off contact lens exam \$5 off routine exam
Complete Pair of Glasses Purchase* Frame, lenses and lens options must be purchased in the same transaction to receive full discount.	
Standard Plastic Lenses Single Vision Bifocal Trifocal	\$75 \$95 \$125
Frames Any frame available at provider location	30% off retail price
Lens Options UV Coating Tint (Solid and Gradient) Standard Polycarbonate Standard Progressive Standard Anti-Reflective Coating Other Add-Ons and Services	\$15 \$15 \$40 \$165 \$45 20% discount
Contact Lens Materials (Discount applied to materials only) Conventional (Non-Disposable)	15% off retail price
Laser Vision Correction** LASIK or PRK	15% off retail price or 5% off promotion price
Frequency Examination Frame Lenses Contact Lenses	Unlimited Unlimited Unlimited Unlimited

This is not an insurance plan.

* Items purchased separately will be discounted 20% off the retail price.

** Members also receive 15% off retail price or 5% off promotional price for LASIK or PRK from the US Laser Network, owned and operated by LCA vision. Since LASIK or PRK vision correction is an elective procedure, performed by specially trained providers, this discount may not always be available from a provider in your location. For a location near you and the discount authorization, please call 1-877-5LASER6.

Members will receive a 20% discount on those items purchased at participating providers that are not specifically covered by this discount design. The 20% discount may not be combined with any other discounts or promotional offers, and the discount does not apply to provider's professional services or contact lenses. Retail prices may vary by location.

Limitations/Exclusions:

- Orthoptic or vision training, subnormal vision aids and any associated supplemental testing
- Medical and/or surgical treatment of the eye, eyes or supporting structures
- Corrective eyewear required by an employer as a condition of employment and safety eyewear unless specifically covered under plan
- Services provided as a result of any Worker's Compensation law
- Discount is not available on those frames where the manufacturer prohibits a discount

Please note, your discount cannot be combined with any other discounts, coupons or promotional offers.

For more information on the EyeMed Discount Program through Delta Dental of Iowa, go to www.eyemedvisioncare.com/deltadental or call 1-866-246-9041.