<u>**FOR IMMEDIATE RELEASE**</u>

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Your Technology Partner For
Cutting Edge Laboratory Solutions

OPTIFACTS INTRODUCES NEW PRICING MODULE FOR *OPTIFACTS O^2*

SARTELL, MN – (July 5, 2007) – Optifacts, Inc., the industry leading software technology partner for cutting-edge laboratory solutions, is pleased to announce the release of *Optifacts O^2 ® Pricing and Invoicing*, a new software module to compliment their *Optifacts O^2* web-enabled laboratory solution.

Optifacts O^2 Pricing and Invoicing streamlines the billing process for small retail and wholesale labs by providing fully automated pricing and invoicing software designed to eliminate double entry and hand billing routines. The new price list editor screen is easily populated and maintained by new users and handles all the typical scenarios for billing finished and uncut Rx work, tints and coatings, and miscellaneous add-on charges.

"We are very excited about the release for *Optifacts O^2 Pricing and Invoicing*. It plays a vital role in our long term commitment to providing affordable software solutions to smaller wholesale and integrated retail labs and helping them achieve a high level of efficiency and profitability in their businesses," said Steve Morris, President for Optifacts, Inc.

Keeping with the fundamental design of ***Optifacts O^2*** laboratory software, ***Optifacts O^2 Pricing and Invoicing*** uses web-services technology to manage the billing process. During order entry, each job uses a high speed Internet connection to access a secure web server hosted by Optifacts Inc. and capture the latest lens specifications, perform surfacing and finishing calculations, and compute the price and invoice details. The information is then stored locally and prints the lab work ticket and billing invoice.

Look for more exciting upgrades to ***Optifacts O^2 Pricing and Invoicing*** later this year, including an A/R interface to popular accounting software.

Optifacts, Inc. is an Essilor company headquartered in Sartell, MN, and is the leading software developer and technology partner for optical laboratories world wide. For more information on our products and services, please contact us by phone: (800) 678-4322 or (320) 258-3559, email: sales@optifacts.com or visit our web site at www.optifacts.com.

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