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FOR IMMEDIATE RELEASE

LensAR Advances Commercialization Efforts with Appointment of Key Sales and Marketing Executives

O'Rourke and Goldrich Bring Extensive Commercial Ophthalmic Experience to LensAR

Winter Park, FL, March 23, 2010 – LensAR, Inc., a leading developer of next generation laser technology for cataract surgery and other ocular applications, today announced the appointment of Michael O'Rourke as the company's senior vice president of global sales and marketing and Ron Goldrich as senior vice president of sales. The addition of Mr. O'Rourke and Mr. Goldrich, who both possess extensive product commercialization, sales and marketing experience in the ophthalmic, pharmaceutical and medical device industries, represents a significant step in LensAR's planned efforts to commercialize its revolutionary LensAR Laser System. The LensAR Laser System is being developed to enable novel "All Laser" procedures in the areas of cataract surgery and presbyopia.

"Michael O'Rourke brings to LensAR a wide range of ophthalmology strategic planning, business development and diverse product launch experience including cataract, retina and refractive surgery dating back to the mid 1990's. His successful growth into ophthalmic executive management positions bodes well for LensAR in meeting the challenges of brand and infrastructure growth in this exciting new market," said Randy Frey, founder and chief executive officer of LensAR. "I have had the privilege of knowing Ron Goldrich from my prior company Autonomous. Ron was our company's leader in driving laser system sales growth. I am very excited to have Ron on board with LensAR and know that he will absolutely deliver."

Mr. O'Rourke has 25 years of global healthcare experience within the pharmaceutical and medical device markets including 15 years focused on global ophthalmology with Chiron Vision International and Bausch & Lomb. He has managed 26 individual brands, played a key role in 16 drug and device regulatory approvals and directed twelve major product launches including multiple unique ocular drug delivery technologies. During his ten years with Bausch & Lomb, Mr. O'Rourke held several key management positions including general manager with responsibility for leading the growth of the company's U.S. pharmaceuticals division, as well as global vice president of strategy for both the medical device and pharmaceutical divisions. At Chiron Vision, he successfully built the company's European marketing business and integrated a total of four acquired European companies and their related anterior, posterior and refractive ocular business portfolios. Mr. O'Rourke currently serves as chairman of the board for the Lions Eye Foundation in Tampa, Florida, the world's largest eye bank.

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Winter Park, FL

www.lensar.com

With more than 30 years of relevant industry experience, Mr. Goldrich previously served as vice president of sales, North America for Eyeonics Corporation where he was responsible for creating and managing the company's sales force and establishing and leveraging relationships with key opinion leaders to drive significant business growth. Following the acquisition of Eyeonics by Bausch & Lomb, he was appointed vice president of sales and strategic accounts for the Eastern United States. Mr. Goldrich also previously worked as director of sales and strategic accounts for the South Eastern United States for Intralase Corporation where he was credited with more than doubling revenue and market share in his first year. During his career, Mr. Goldrich has also held key sales management positions with a number of other ophthalmic companies including Summit Autonomous, Autonomous Technologies, Chiron Vision, American Medical Optics and Allergan Pharmaceuticals.

About LensAR, Inc.

LensAR, Inc. is a leading developer of next generation laser technology for cataract surgery and other ocular applications, including presbyopia. The LensAR Laser System, which integrates an advanced ultra short pulse laser with propriety ocular measurement and laser scanning technologies, is being designed to allow physicians to perform several of the steps in cataract surgery (capsulotomy, lens fragmentation, precise astigmatic corrections and unique clear corneal incisions) in a single laser procedure. In addition to advancing its laser technology in the area of cataract surgery, the company is also developing the LensAR Laser System for the treatment of presbyopia.

For more information on LensAR and its laser technology, please visit our website at www.lensar.com.

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