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FOR IMMEDIATE RELEASE

FOUR DESERVING MOTHERS TO RECEIVE FREE LASIK FOR MOTHER'S DAY

The Eye Institute of Utah Gives the Gift of Sight this Mother's Day by Giving Deserving Moms Vision Correction

SALT LAKE CITY, UT (March 22, 2010) — **Four deserving mothers will receive the gift of sight for FREE this Mother's Day** from The Eye Institute of Utah. LASIK vision correction will be awarded to mothers whose names and stories will be submitted by loved ones on the Eye Institute website (www.theeyeinstitute.com).

“Mothers are the fabric that holds our community together. They sacrifice their own time and resources for the good of their family and friends.” Comments Dr. Robert Cionni, Medical Director at The Eye Institute of Utah. “We are honored that we can give back to them and it's our way of saying ‘thank you’ for a job well done.”

The Eye Institute will select four lucky mothers from hundreds of applicants. These finalists will be invited to The Eye Institute for an exam and screening to make sure they are good candidates for LASIK. The week before the Mothers Day holiday, four deserving mothers will be chosen to receive LASIK at no charge.

These procedures will be performed with the very best LASIK technology available. The Eye Institute of Utah has one of only two IFS IntraLase and ALLEGRETTO WAVE™ Excimer Laser Systems in Utah. This laser is acclaimed throughout the industry for superior results in restoring vision. Typically, LASIK with the Allegretto Laser cost upwards of \$2,000 per eye.

Surgeries will be performed on May 7th, 2010 at The Eye Institute of Utah located on 755 East 3900 South in Salt Lake City, Utah. Mothers will be available for interview at 8:30am immediately before their procedures. Please contact Helen Sikes for additional information or to

schedule an interview with one of these Deserving Mothers. For more information about The Eye Institute, visit www.theeyeinstitute.com.

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About The Eye Institute of Utah

Known throughout the Intermountain West as a leader in the eye care industry, The Eye Institute of Utah specializes in cataract intraocular lens (IOL) implant surgery, cosmetic surgery and refractive surgeries including LASIK and refractive lens procedures (using ReSTOR, Crystalens, and Visian ICL). The Eye Institute of Utah also cares for and treats general ophthalmology needs including glaucoma, dry eye, retina and macular degeneration, and corneal transplantation.

Established in 1980, as the first and largest office-based eye surgical center in Utah, The Eye Institute is based in Salt Lake City, Utah.