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NEWS

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Clarity Quest Marketing Retained to Promote SVS Vision Optical Centers Online

Eye care center leader chooses Ann Arbor agency for internet marketing expertise

Ann Arbor, MI (November 12, 2008) — SVS Vision of Mt. Clemens, Michigan, has selected Clarity Quest Marketing to promote its 53 optical centers, safety eyewear programs and vision insurance plans online. The initial internet marketing campaign will consist of a new website presence with emphasis on organic search optimization, establishment of website analytics, and online co-marketing with eyewear partners.

“We are extremely impressed with Clarity Quest’s knowledge of internet marketing coupled with their strategic approach to overall marketing”, said Catherine Walker, VP of sales and marketing for SVS Vision. “We look forward to a long-term relationship with this talented firm.”

“We are very excited to be able to showcase online the quality service, value, and style of SVS Vision’s eye care centers,” said Christine Slocumb, president of Clarity Quest Marketing.

About SVS Vision

SVS Vision offers the finest service, value and selection in eye care with over 50 optical centers in 11 states. In addition to retail eye care centers, SVS Vision offers safety eyewear programs and group discount programs. With a U.S. lens laboratory, SVS stands committed to the quality of American-made workmanship. Founded in 1974, SVS Vision is headquartered in Mt. Clemens, Michigan. For more information call 877-778-7273.

About Clarity Quest Marketing

Clarity Quest Marketing combines technology know-how with marketing and business acumen to provide marketing services to high-tech companies across the U.S. Founded in 2001, Clarity Quest serves companies in the biotechnology, software, hardware and professional services industry. Clarity Quest is headquartered in Ann Arbor, Michigan with a satellite office in Seattle. The company publishes the Out of the Fog Marketing blog (<http://www.clarityqst.com/blog.asp>). For more information please visit www.clarityqst.com or call 734-864-4094.