

Contact Lens Price Comparison 2004			
Channel	Focus Toric	FreshLook Colorblends	Acuvue 2
Mass Merchandisers	\$53.21	\$35.40	\$18.05
Optical Retail Chains	\$66.69	\$42.09	\$22.85
Independent Optometrists	\$70.91	\$46.67	\$24.39
Ophthalmologists	\$73.18	\$46.54	\$25.74
Average of ECPs	\$67.87	\$44.43	\$23.31
1-800 CONTACTS	\$59.00	\$34.95	\$19.95

Source: 1-800 Contacts, Comment #1, at 17-18 and Attach. 23, as reprinted in  
 FTC Report "The Strength of Competition in the Sale of Rx Contact Lenses: An FTC Study, February, 2005.

Product	2004 (found in FTC Study)	2004 price in 2012 constant dollars (1)	Current Pricing
Acuvue 2 (6pk)	\$19.95	\$24.83	\$18.99/ea. for annual supply or \$20.99/ea
Focus Toric <sup>2</sup>	\$59.00	\$73.43	\$49.99/ea for annual supply or \$57.49/ea
FreshLook Colorblends (6pk)	\$34.95	\$43.50	\$39.49/ea for annual supply or \$46.99/ea

1 Based on annual CPI increases for medical care commodities.

2 Current comparable product is "Air Optix for Astigmatism"