



FLORIDA EYE
Microsurgical Institute, Inc.

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FOR IMMEDIATE RELEASE

FLORIDA EYE'S FIRST CONTINUING EDUCATION SEMINAR OF THE SEASON DEEMED A HUGE SUCCESS

BY ATTENDING PALM BEACH COUNTY OPTOMETRISTS

Boynton Beach, FL, October 8th, 2009... Florida Eye Microsurgical Institute hosted its open house and first continuing education seminar of the season for Palm Beach County optometrists Wednesday, October 7th at its Boynton Beach location and the event was filled to capacity. Fifty area optometrists attended the seminar, which began at 6:00 p.m. with tours of the newly renovated facility, including the Institute's Outpatient Surgery Center, private pediatric wing and various exam rooms outfitted with state of the art ophthalmologic equipment.

Invited guests enjoyed drinks and delicious appetizers from In Good Taste Catering, such as beef satay, sesame chicken and shrimp spring rolls while touring the 15,000 square foot facility, and later sat down to a fabulous dinner which included such delectable dishes as Bistecca style strip steak, Asian grilled chicken breast and an incredible gourmet macaroni and cheese selection. The educational seminar, which was co-sponsored by ISTA Pharmaceuticals, was the first of three planned for the year.

The lectures began promptly at 6:45 p.m., with Dr. Barry Schechter, the Institute's Refractive Cataract Surgery, Glaucoma, Cornea & External Disease Specialist presenting the Latest Advancements in Treating Glaucoma, updates regarding Selective Laser Trabeculoplasty and interesting corneal cases and successful treatments.

Dr. Randy Katz lectured on Advances in AMD, the current standard of care in Wet ARMD, and Angiogenesis Inhibition via VEGF Blockade. Dr. Katz, the Institute's Vitreo-Retinal, Diabetic Retinopathy, Retinal

Detachment & Macular Degeneration Specialist closed his lecture session by flashing a picture of a two-and-a-half-year-old Shih Tzu named Troy on the screen, and told the attending optometrists about the retinal attachment surgeries he's been performing on dogs several times a month, with an area veterinarian ophthalmologist.

Many of the attending optometrists expressed their delight over the program and the Florida Eye facility itself. "Your CE event was a "class act," said Dr. Ronald Snyder of Pearle Vision in Boca Raton. "Actually, it was the finest CE event that I have ever attended. The food was terrific and the CE presented by Barry (Dr. Schechter) and Randy (Dr. Katz) was interesting and enlightening."

Dr. Carol Nason of SEE Eyewear in West Palm Beach and Pearle Vision in Wellington was also appreciative. "Wow, thanks for the great CE! The office is GORGEOUS!! Fab fun, fab company, fab food – it's ALL good! Thanks again!!" Dr. Deon Erickson of Accessoreyes Optical in Boynton Beach echoed Dr. Nason's sentiments. "The continuing education seminar was wonderful. Your office is beautiful! The lectures were great and dinner was good too. Thank you!"

The main idea behind the Florida Eye event was for area optometrists to be able to earn two continuing education credits which are necessary to maintain their professional licenses, while at the same time familiarize them with the recently renovated Florida Eye facility.

"We were able to provide the doctors with credits they needed, share our new surroundings and capabilities with them, *and* make it a social event all at the same time," said Dr. Katz. "We are very pleased that our guests and colleagues had a wonderful time and we look forward to more entertaining and educational events in the future as well."

The Florida Eye Microsurgical Institute offers a full range of comprehensive ophthalmologic care, including routine eye care and examinations, pediatric eye care, dry eyes, advanced corneal, retinal and cataract procedures, laser treatments, glaucoma and diabetic procedures, and various other sophisticated treatments. With its own pediatric wing and fully accredited outpatient surgical center in Boynton Beach, the Institute has

additional offices in Boca Raton, Wellington and Juno Beach. Also at Florida Eye with Dr. Schechter and Dr. Katz is Dr. Lee Friedman, the Institute's pediatric, ROP & adult strabismus specialist, Dr. Jonathan Chua, general ophthalmology, and Dr. Jason Gorscak, comprehensive ophthalmology. For more information on the Institute, its physicians and current clinical trials, please contact Gwen Cohan at (561) 736-5050 and visit www.fleyedocs.com.

About ISTA Pharmaceuticals...

ISTA Pharmaceuticals is the fourth largest branded ophthalmic pharmaceutical business in the U.S. ISTA's four marketed products plus its product candidates include therapies for inflammation, ocular pain, glaucoma, allergy, and dry eye. The Company is developing a strong product pipeline to fuel future growth and market share, thereby continuing its growth to become the leading niche ophthalmic pharmaceutical company in the U.S. For additional information regarding ISTA, please visit ISTA Pharmaceuticals' website at <http://www.istavision.com>.