NEWS RELEASE

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FOR IMMEDIATE RELEASE

Genesys Learning Institute Selects MEDshields Disposable Eye Protection
Fog-free eyewear perfect for high-precision surgical applications

Woodstock, VT, May 23, 2006 — SharkLids Eyegear announces that the Genesys Learning Institute of Grand Blanc, Michigan has selected MEDshields as one of its standard eye protection devices for surgical students. As the first optically clear, antifog, self-adhesive, disposable eyewear, MEDshields is the perfect eye protection to meet Genesys Learning Institute's mission of providing a state-of-the-art training and classroom environments.

"MEDshields is an excellent eyewear choice for us," says Genesys Learning Institute, surgery training services consultant, Alex Guevara, "They're extremely comfortable, peripheral vision is excellent and their best feature is they don't fog up, allowing students to operate with precision."

Recent student, Dr. Steven Reschak, ENT and Facial Plastics physician with offices in Owosso and soon Grand Blanc says, "MEDshields are far more comfortable, clear and convenient compared to the other eyewear options for surgical situations." Dr. Reschak continues, "I really like the way they can be quickly applied and once on, they are very comfortable—you forget that they are even there."

Genesys Learning Institute, a division of Genesys Regional Medical Center, offers a variety of CME accredited cadaveric and didactic courses for ongoing surgical training, introduction to new procedures, surgical tools and techniques. This new facility offers 1,900 square feet of

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dedicated lab space featuring modular tables, lighting, irrigation, suction and electrical systems customizable to meet varied course requirements. Additionally, fiber optic equipped operating suites broadcast live surgery to remote locations with full duplex audio and text-based internet messaging to ensure that attendees are fully immersed in the learning experience.

MEDshields, introduced earlier this year, is the first self-adhesive, NFPA (1999, 2003 edition) compliant eyewear. MEDshields uniquely protects eyes by adhering to the user's face with a medical-grade, hypoallergenic adhesive that is strong enough to hold under aggressive situations, yet causes no discomfort when removed—so comfortable and clear that medical practitioners frequently remark that they forget that they have them on.

Designed for spontaneous use in various healthcare markets such as emergency medical services, dental offices, laboratories, trauma centers and mortuary sciences, MEDshields reduce the risk to caregivers from exposure to potentially infectious materials, such as blood and body fluids, to which universal precautions apply. Because MEDshields are disposable, they are suitable for single-use applications, further reducing the potential for caregiver exposure and patient-to-patient cross-contamination. MEDshields come in a one-size-fits-most design that accommodates standard and fitted respiratory masks. MEDshields are suitable for single-use applications either worn alone, or as a protective 'tear-off' layer over prescription eyewear or more expensive polycarbonate safety glasses—MEDshields can also be worn by contact lens wearers.

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Notes to editors:

SHARKLIDS EYEGEAR, INC. BACKGROUND: SharkLids inventor and executive vice president, Michael Bleau, resides in Grand Blanc, Michigan. SharkLids EyeGear, Inc. products are patented (US Pat No 6,984,037), with other patents pending and are manufactured in the United States. SharkLids EyeGear, incorporated in 2005, is focused on developing innovative, practical, protective eyewear solutions for the contracting, general consumer and medical markets. For more information, contact SharkLids EyeGear at info@sharklids.com or visit www.SharkLids.com. Companies interested in becoming distributors can contact SharkLids at info@sharklids.com or by calling 802-457-4551.

GENESYS LEARNING INSTITUTE BACKGROUND: Founded in 2006, the Genesys Learning Institute is a division of Genesys Regional Medical Center in Grand Blanc, Michigan. Genesys Learning Institute works closely with their healthcare partners through all of the developmental and delivery phases of surgical training programs. For more information on Genesys Learning Institute offerings, please contact Alex Guevara, director of surgical training services at aguevara@genesys.org or by calling 810-606-7899.

Available Photography

Caption Dr. Steven Reschak wears MEDshields during a training session at Genesys Learning Institute.

Photos The photograph below is available as a high-resolution image, prepared for print use. This and other photographs are available for download at http://www.medshields.com/news.html

Help If you need any assistance or have questions, please contact Michael Bleau at 810.397.1429 or mbleau@sharklids.com.