

GlassesUSA.com And Cardinal Health In Strategic Partnership



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Joint venture seeks to market affordable and stylish prescription eyeglasses

New Jersey (express-press-release.net), March 12, 2010 - GlassesUSA.com and Cardinal Health, Inc. launched a partnership recently aimed at promoting an affordable and practical option in vision care. The partnership, in which Cardinal.com will promote GlassesUSA's products and service for [prescription eyeglasses](#) and sunglasses at severely discounted prices is geared towards making the purchase of quality eyeglasses less expensive.

An advertisement for GlassesUSA.com. On the left is a close-up photo of a smiling woman with blonde hair wearing black-rimmed glasses. To the right of the photo, the text reads 'The smartest way to buy eyeglasses:' followed by a list of benefits: 'Complete prescription glasses from \$18', 'Free Shipping (over \$99)', and '100% Satisfaction guarantee'. A red starburst graphic on the right says 'SAVE UP TO 70% OFF RETAIL PRICES'. At the bottom, there are two red buttons labeled 'Mens Frames' and 'Womens Frames'.

GlassesUSA.com, a New Jersey-based company, specializes in selling high-quality [prescription glasses](#) online at affordable prices with worldwide shipping options. GlassesUSA provides affordable eyewear to millions of people worldwide who cannot afford the high-price of glasses offered at many offline retail locations. Many of the

[eyeglasses](#) sold at GlassesUSA.com are priced at 75% lower than the cost of traditional eyewear.

Cardinal Health, Inc. is an Ohio-based Fortune 18 company that "improves the cost-effectiveness of health care. As the business behind health care, Cardinal Health helps pharmacies, hospitals and ambulatory care sites focus on patient care while reducing costs, improving efficiency and quality, and increasing profitability."

Jay Englemayer, the Vice President of Business Development at GlassesUSA, states that "Cardinal Health is a perfect partner for GlassesUSA as our overall missions are symbiotic. Affordable health care - including vision care for everyone. This alliance will help bring the reality of quality eyecare to millions who are used to paying an excessive amount for [glasses](#)."

The partnership between Cardinal Health and GlassesUSA is being launched, managed, and monitored for its first quarter via the framework offered at Commission Junction, a division of ValueClick, Inc. (Nasdaq: VCLK).

For more information about GlassesUSA and this announcement, please contact Hillary Rubin, Vice President of Communications at 800-917-7083 ext. 2 or email hillary@glassesusa.com

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