

NEW VALUE-ADDED DISCOUNTS ON EYEWEAR



Regence BlueShield is an Independent Licensee of the Blue Cross and Blue Shield Association

Important for your health

Vision care is a key part of your overall wellness. That's why Regence BlueShield is proud to announce a new discount plan through EyeMed Vision Care. Now you can save as much as 35% on eyewear at convenient participating locations effective December 1, 2008!

Eyewear discounts for you and your family

Your discounts are available* at an unlimited frequency and include:

- 35% off a complete pair of eyeglasses
- 20% off eyewear items (lenses, frames and lens options) purchased separately
- 15% off conventional contact lenses

Plus, if you already have a vision benefit as part of your medical plan, these new discounts could save you even more on your eyewear purchases!

Visit the provider near you for discounts on eyewear!

Save at thousands of locations** including private practitioners and leading optical retailers.

As easy as 1-2-3 to start saving!

1. Schedule an eye exam with your eye doctor to make sure your eyes are healthy.
2. Locate an EyeMed provider to save on your eyewear purchases. Choose from private practice locations or leading optical retailers.
3. Cut out the card below or present your medical card at the time of service to your EyeMed provider and save on your eyewear purchase!

Take your Discount Card with you to any of the providers shown.

<p>EYEWEAR DISCOUNTS</p>  <p><small>Regence BlueShield is an Independent Licensee of the Blue Cross and Blue Shield Association</small></p> <p>EyeMed Vision Care providers.</p>       <p>Discount Plan ID: 9241902</p>	<p>Members: For more information, call 1-866-688-4699.</p> <p>EyeMed Providers: All members are eligible for the discount program. Some members may be eligible for a funded allowance as well. Please verify eligibility through Regence for the funded benefit.</p>
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Please cut out along dotted line, fold over and keep in your wallet.

The EyeMed Vision Care discount plan is part of your Regence Advantages discount program.

This is not an insurance benefit. It is an added-value discount plan at no additional cost.

*Limitations and exclusions apply.

**To locate additional EyeMed Vision Care providers in your area, visit <http://www.regence.com/WARBS/member/index.jsp>.