

For Immediate Release

EYE CARE CENTERS OF AMERICA EXTENDS TENDER OFFER FOR ITS 9 1/8% SENIOR SUBORDINATED NOTES DUE 2008 AND ITS FLOATING INTEREST RATE SUBORDINATED TERM SECURITIES DUE 2008

San Antonio, Texas – January 31, 2005 – Eye Care Centers of America, Inc. (“ECCA”) announced today that it is extending its offer to purchase for cash all of its \$100 million aggregate principal amount of 9 1/8% Senior Subordinated Notes due 2008 (the “Fixed Rate Notes”) and all of its \$30 million aggregate principal amount of Floating Interest Rate Subordinated Term Securities due 2008 (the “Floating Rate Notes” and, together with the Fixed Rate Notes, the “Notes”).

The tender offer, which was to have expired at 12:00 Midnight, New York City time, on January 31, 2005, will be extended to 12:00 Midnight, New York City time, on February 18, 2005, unless further extended or earlier terminated by ECCA.

The depository, Global Bondholder Services Corporation, has advised ECCA that \$91,935,000 aggregate principal amount of the Fixed Rate Notes, representing approximately 92% of the Fixed Rate Notes outstanding, and \$30,000,000 aggregate principal amount of the Floating Rate Notes, representing 100% of the Floating Rate Notes outstanding, had been validly tendered and not withdrawn as of 5:00 p.m., New York City time, on January 28, 2005.

ECCA accepted all consents validly tendered prior to 5:00 p.m., New York City time, on January 14, 2005, and the supplemental indenture, which eliminates substantially all of the restrictive covenants and certain events of default contained in the indenture governing the Notes, has been executed and will become effective upon acceptance for payment of the Notes. Notes tendered and consents delivered prior to 5:00 p.m., New York City time, on January 14, 2005 may no longer be withdrawn or revoked.

The terms of the extended offers remain unchanged from the original offers as set forth in the offering materials. The total consideration paid to holders that tendered their Notes and delivered their consents prior to 5:00 p.m., New York City time, on January 14, 2005, was equal to \$1,032.92 per \$1,000 principal amount of the Fixed Rate Notes and \$1,002.50 per \$1,000 principal amount of the Floating Rate Notes, each of which included a consent payment of \$2.50 per \$1,000 principal amount of the Notes. Holders that tender their Notes after 5:00 p.m., New York City time, on January 14, 2005, and prior to the expiration of the tender offer will receive \$1,030.42 per \$1,000 principal amount of the Fixed Rate Notes and \$1,000.00 per \$1,000 principal amount of the Floating Rate Notes. In addition, in all cases, ECCA will pay accrued and unpaid interest on the Notes up to, but not including, the date of payment.

The tender offer is being extended in order to satisfy, and remains subject to, various conditions including the completion of the acquisition of ECCA by Moulin International Holdings Limited and Golden Gate Capital and the related financing transactions.

ECCA currently intends, but is not committed, to redeem all Notes not tendered and accepted for payment shortly after the expiration or termination of the tender offer at the applicable

redemption prices set forth in the Notes, plus accrued and unpaid interest to, but not including, the redemption date.

Information regarding the pricing, tender and delivery procedures and conditions of the tender offer and consent solicitation is contained in the Offer to Purchase and Consent Solicitation Statement dated January 3, 2005, and related documents. Copies of these documents can be obtained by contacting Global Bondholder Services Corporation, the information agent and depositary, at (866) 294-2200 (toll free) or (212) 430-3774 (collect). J.P. Morgan Securities Inc. is the exclusive dealer manager and solicitation agent for the tender offer and consent solicitation. Additional information concerning the terms and conditions of the tender offer and consent solicitation may be obtained by contacting J.P. Morgan Securities Inc. at (212) 270-7407 (collect).

About Eye Care Centers of America, Inc.

Eye Care Centers of America, Inc. is the third largest operator of optical retail stores in the United States as measured by revenue. The company currently operates 377 stores in 33 states. The company's brand names include EyeMasters, Binyon's, Visionworks, Hour Eyes, Dr. Bizer's VisionWorld, Dr. Bizer's ValuVision, Doctor's ValuVision, Stein Optical, Vision World, and Eye DRx. Founded in 1984, the company is headquartered in San Antonio, Texas.

Company Contact: Douglas C. Shepard
Executive Vice President and
Chief Financial Officer
(210) 340-3531