

**EYE CARE CENTERS OF AMERICA, INC. COMMENCES EXCHANGE OFFER FOR
10 3/4% SENIOR SUBORDINATED NOTES DUE 2015**

San Antonio, Texas – September 30, 2005 – Eye Care Centers of America, Inc. (“ECCA”) announced today that it has commenced an offer to exchange up to \$152,000,000 aggregate principal amount of its outstanding 10¾% Senior Subordinated Notes due 2015 (“old notes”) for a like principal amount of its 10¾% Senior Subordinated Notes due 2015 that have been registered under the United States Securities Act of 1933, as amended. The exchange offer will expire at 5:00 p.m., New York City time, on October 31, 2005, unless extended by ECCA.

The terms of the exchange offer are described in the prospectus dated September 30, 2005, and accompanying letter of transmittal, to be delivered to holders of old notes. Any inquiries regarding the exchange offer or requests for copies of the prospectus, the letter of transmittal or other exchange offer materials should be directed to the exchange agent, The Bank of New York, 101 Barclay Street — 7 East, New York, NY, 10286, telephone: 212-815-3738, attention: Evangeline Gonzales.

This press release is neither an offer to exchange nor a solicitation of an offer to exchange any securities.

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 378 stores in 34 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.

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