

### ***Chiong Appointed to ECCA Board***

SAN ANTONIO, TEXAS, September 15, 2005 – ECCA Holdings Corporation (“ECCA”) announced today that it has appointed Desmond Chiong to its board of directors. Mr. Chiong will serve as an appointed representative of Moulin Eyecare Global Holdings, Ltd. (“Moulin”). Mr. Chiong replaces Anthony DiChiara as one of the two Moulin representatives on the ECCA Holdings Corporation board of directors. ECCA Holdings Corporation is the 100% owner of Eye Care Centers of America, Inc.

Mr. Chiong is an Executive Director with Ferrier Hodgson Limited and along with Rod Sutton serves as one of two joint and several court appointed provisional liquidators of Moulin. He has been involved in restructuring a number of listed companies in Hong Kong and has significant knowledge on corporate recovery and reconstruction in the People’s Republic of China (“PRC”). He has been an Executive Director of Ferrier Hodgson Hong Kong since 1993.

Funds affiliated with Moulin, Golden Gate Capital (“GGC”) and senior management of Eye Care Centers of America, Inc. own ECCA Holdings Corporation. The investment agreements among GGC, Moulin and the other stockholders of ECCA provide GGC with two representatives on ECCA’s board of directors, together with Dave McComas (Chairman and Chief Executive Officer of Eye Care Centers of America, Inc.) and two other representatives designated by Moulin. Mr. Chiong joins Rod Sutton as representatives from Moulin. Prescott Ashe and Jesse Rogers serve as GGC’s representatives on the ECCA Holdings Corporation board of directors.

### **Forward-Looking Statements**

Certain statements contained herein constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements other than statements of historical facts included in this press release regarding our financial position, business strategy, budgets and plans and objectives of management for future operations are forward-looking statements. These forward-looking statements may relate to, among other things, our future performance generally, business development activities, strategy, projected synergies, future capital expenditures, financing sources and availability and the effects of regulation and competition. When used in this press release, the words “expect,” “anticipate,” “intend,” “plan,” “believe,” “seek,” “estimate,” “may,” “will” or “should” or, in each case, their negative and similar expressions are generally intended to identify forward-looking statements although not all forward-looking statements contain such identifying words.

You should not place undue reliance on these forward-looking statements, which reflect our management’s view and various assumptions only as of the date of this press release. Because these forward-looking statements involve risks and uncertainties, many



of which are beyond our control, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements, including our assumptions, plans, objectives, expectations and intentions with respect to the following: our competitive environment; the cost and effect of legal, tax or regulatory proceedings; changes in general economic conditions; changes to our regulatory environment; our ability to maintain our relationships with optometrists; franchise claims by optometrists; our ability to build and maintain managed vision care plans; reduction of third-party reimbursement; technological advances in vision care; conflicts of interest between our controlling shareholders and noteholders; failure to realize anticipated cost savings; exposure to liability claims if we are unable to obtain adequate insurance; changes in general industry and market conditions and growth rates; loss of key management personnel; changes in accounting policies applicable to our business; the impact of unusual items resulting from the implementation of new business strategies, acquisitions and divestitures or future restructuring activities; our substantial indebtedness; restrictions imposed on our business by the terms of our indebtedness; and our ability to fund our capital requirements.

Unless required by law, we undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

**For additional information, please contact:**

Eye Care Centers of America:

Doug Shepard - Executive Vice President/Chief Financial Officer  
(210) 524-6538

Dave McComas – Chairman and Chief Executive Officer  
(210) 524-6503