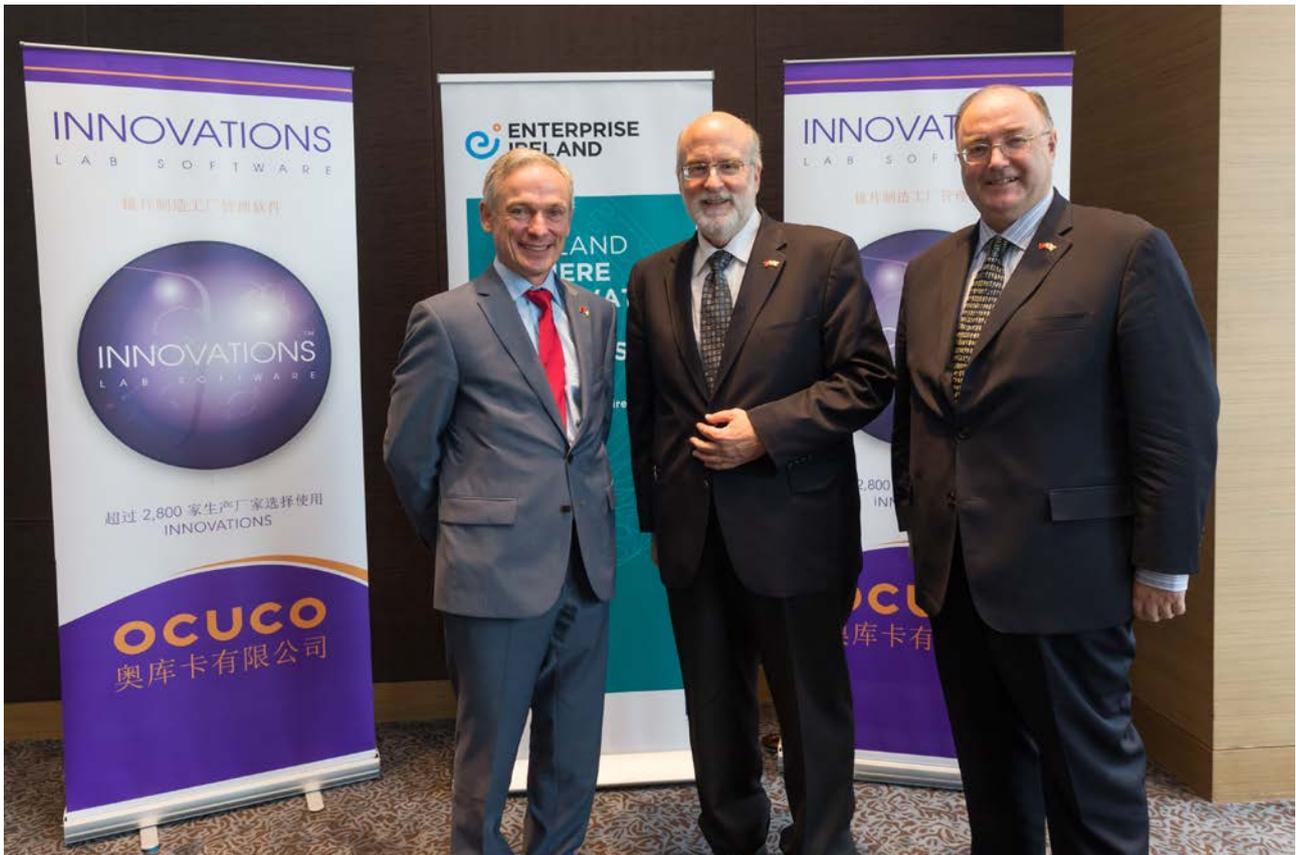


OcucO Opens New Office in China



*Left to right: Mr Richard Bruton TD, Minister for Jobs, Enterprise and Innovation
Mr Robert Shanbaum, President, OcucO USA
H.E. Paul Kavanagh, Irish Ambassador to China*

Shanghai, Wednesday, June 25, 2014

OcucO are opening today their first office in China. The office is located in the prestigious Nanjing West Road area of Shanghai. Having secured contracts of over 300,000 Euro in the past 12 months, OcucO will continue to develop the Chinese market with Business Development and Technical Support based there. To date the China market expansion has directly created new Irish jobs in Dublin with more to follow. OcucO has a global workforce of 130, with the largest office being their Dublin Head Office.

The announcement was made during the Enterprise Ireland Trade and Investment Mission to China, led by Minister for Jobs, Enterprise and Innovation Richard Bruton TD.

Speaking from Shanghai, Minister Bruton said: "ICT is a key sector which we have targeted as part of our Action Plan for Jobs, and one of our key aims is to support more Irish companies to export, particularly in high growth markets, and ultimately marketing and opening an office in Shanghai is very welcome. Ocuco is a highly innovative optical software company and this is a strong sign of its commitment to the Chinese market. I wish them every success with this operation and look forward to working with them in the future".

Mark Dolan was appointed as Business Development Manager for the Chinese Lab market. Mark joined Ocuco after successfully leading two separate market entries in the competitive Chinese market.

Mark, who speaks fluent Mandarin Chinese, visited China after completing his Economics and Finance degree in UCD Ireland, and chose to relocate to Shanghai to obtain a master's degree in Asian Business from Jiao Tong University. "I was fascinated by the country's development and huge size, as well as the phenomenal potential for business opportunities present and future," says Mark.

Initially Ocuco are focused on selling the Innovations Lab Management Software to spectacle lens manufacturing labs. Innovations is the market leading software suite which automates prescription lens processing, by providing a powerful set of tools to manage the process and business of lens manufacturing. China has a large concentration of lens factories providing much of the world's spectacle lenses.

"The appointment of an expert in business development in China is fundamental to the success of our existing and future projects in the region", says Robert Shanbaum, President of Ocuco USA. "We already have customers in China, and we are soon going to be able to offer Support locally."

Mark's first mission is to manage and execute Ocuco's market entry strategy. He will be supported in that endeavor by the whole network of Ocuco's international offices, as well as Ocuco's key industrial partners.

About Ocuco

- Ocuco is a leading optical software supplier with headquarters in Europe.
- Ocuco has a rapidly expanding customer base in North America, and its Lab business has customers worldwide.
- Over 7200 sites use Ocuco software.
- Over 130 staff in 8 locations.

Ocuco provides retail software solutions and lab management solutions to independent optical practices, medium sized groups, large chains, optical labs and ophthalmology clinics.

Ocuco also develops and markets the widely acclaimed Lab Management software Innovations.

Ocuco has optical retail software systems installed in the UK, Ireland, France, Italy, Spain, Sweden, US, Canada, and Mexico, and optical lab systems installed worldwide.

Founded in Dublin in 1993 by now Group CEO Leo Mac Canna, Ocuco is a pioneer of software solutions for optical retail. The company was launched internationally in 1999 and is today one of the most influential global players in the optical software market.

For more information please contact:
Alex Messeri, +353-86-8113915
www.ocuco.com