



Zeiss Individual™



GT2™ BY ZEISS

EMPIRE Optical, Inc. PREMIUM POINTS Customer Loyalty Program 2009



DEFINITY®
with DUAL ADD® 2.0



Premium Points Menu

Effective Oct 1, 2009

Varilux 360 series lenses w/ proprietary Crizal	=	350 Points
Definity w/ Dual Add 2.0 w/ Premium AR*	=	350 Points
Zeiss Individual w/ Teflon or Carat Advantage	=	350 Points
Varilux Physio w/ Premium AR*	=	300 Points
GT2 or GT2 Short w/ Premium AR*	=	300 Points
Varilux Physio w/ AR**	=	250 Points
GT2 or GT2 Short w/ AR	=	250 Points
Varilux Panamic, Comfort, or Ellipse w/ Premium AR*	=	225 Points
Varilux Panamic, Comfort, or Ellipse w/ AR**	=	200 Points
Xperio Polarized Lenses	=	70 Points
Crizal Avancé w/ SGP	=	70 Points
Crizal Alizé, Crizal Sun, or Carat Advantage	=	60 Points
Teflon Clear Coat or KODAK Clear Coating	=	50 Points
DVI REMO orders	=	5 Points

Happy
Thanksgiving



Learn about Xperio

Earn 500 Bonus Points*

Contact your Empire Consultant and
schedule an Xperio training session
for your staff today!

- * Bonus points earned when training completed
- * Training must be completed prior to Dec. 31st

For every 1000 Premium Points, earn a \$25.00 Gift Card
or, A \$25 credit on your next statement

- Empire will track and record all qualifying orders
- Qualifying orders will be determined by date shipped from Empire
 - Premium Points awards may not be combined with any additional incentive
- 2009 Promotion Enrollment Form must be on file to participate
- IRS Form W-9 must be on file to receive any monetary awards.

* Crizal Alizé, Crizal Avancé w/ SGP, Crizal Sun, Carat Advantage, or Teflon Clear Coat (when available)

** Zeiss SET or Kodak Clear Coating

Please direct any questions to your Empire Consultant,
or Patrick St.Clair @ patrick@empireoptical.org