

Exhibit 1: Current portfolio

	Description of Ocular Products	2010 Revenue
Contact Lenses	<ul style="list-style-type: none">• Contact lenses command 40% of the Irish contact lens market (by customers)• Contacts are disposed of weekly and are maintained by a solution that disinfects and reconditions lenses	<ul style="list-style-type: none">• \$40M
Contact Lens Cleaning Solution	<ul style="list-style-type: none">• Ocular sells its contact lens solution to users of both Ocular disposable contacts as well as contacts of its competitors• Bottles are approximately 4oz and helps to moisten lenses and enhance comfort for up to a week	<ul style="list-style-type: none">• \$10M
Other Ocular Products	<ul style="list-style-type: none">• Ocular produces several other eye-health products, including:<ul style="list-style-type: none">• Prescription dry-eye relief product• Prescription ocular antibiotics• Eye Vitamins (drops)	<ul style="list-style-type: none">• \$7M

Exhibit 2: Projected impact of dailies on Ocular Co contact sales

Impact on Contact Lens Sales

Cost and Revenue Data						Change in Consumption after 2011 Daily Contact Launch	
Product	Number of Lens Pairs Purchased in a Year per Consumer	Revenue Per Lens Pair	Average Variable Cost per Lens Pair	Total Annual Fixed Cost	One-Time Factory Conversion Cost	Total Consumers (2010)	Total Consumers (2011+)*
Weekly Disposable	50	\$4	\$1	\$17.50M (2010 and after)	N/A	200,000	175,000
Daily Disposable	350*	\$1*	\$0.25*	\$21.75M (2011 and after)	\$18M (2011 only)	-	100,000

* Expected levels upon 2011 launch of daily disposable lenses

Exhibit 3: Projected impact on contact lens cleaning solution

Impact on Cleaning Solution Sales

Cost and Revenue Data					Change in Cleaning Solution Consumption after 2011 Daily Contact Launch	
Product	Number of Bottles Purchased in a Year per Consumer	Revenue Per bottle	Average Variable Cost per Bottle of Solution	Total Annual Fixed Cost	Total Consumers (2010)	Total Consumers (2011+)*
Ocular Contact Lens Cleaning Solution	8	\$10	\$1	\$8M	125,000	100,000

* Expected levels upon 2011 launch of daily disposable lenses