



**Visiogen's Interactive Website Wins Golden Advocate Award**  
*Company wins Gold in the Category of Website Design*

IRVINE, CA., March 19, 2008—Visiogen, Inc. of Irvine, California, won the first place Gold Award in the Website Design category at the 2007 Healthcare Public Relations and Marketing Association's (HPRMA) Golden Advocate Awards. The event was held on Thursday, March 6, 2008, in La Habra, California. The annual ceremony honors superior achievements in the field of healthcare communications in Southern California and the Western region of the United States.

Nearly 250 entries were submitted for this year's awards competition. Other winners in the category of Website Design included St. Joseph Hospital of Orange's website entry, which took home an honorable mention, and Medtronic's diabetes website, which was awarded a second place Silver Award.

The winning website, found at [www.visiogen.com](http://www.visiogen.com), showcases Visiogen's revolutionary lens (IOL) for cataract patients, Synchrony®. The site is interactive and educational, and is aimed at introducing both ophthalmologists and patients to the company's lens technology. Dynamic features of the website include a 3-D model of the lens that allows visitors to fully rotate and zoom, flash and streaming video of surgical implantation, and illustrations, animations and presentation materials demonstrating the unique attributes of the lens.

Synchrony is a dual optic accommodating intraocular lens that is self-contained and ready for use without the need for lens handling by means of a preloaded injector. To date, the Synchrony lens has been implanted in over 900 eyes worldwide. While the lens is currently an investigational device in the United States, it received the European CE Mark in June of 2006. Post-marketing research studies are currently underway within Europe to further evaluate Synchrony.

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**About Visiogen**

Visiogen, Inc. is focused on developing innovative products for cataract and refractive patients. Founded in Irvine, California, in 2001, Visiogen's first commercial application, Synchrony®, a 3-dimensional dual optic accommodating intraocular lens and pre-loaded injector, is currently in clinical studies in the U.S. and has received the CE Mark in Europe. More information about Visiogen and the Synchrony technology can be found at [www.visiogen.com](http://www.visiogen.com).

More information on the company and its offerings can also be obtained by contacting:

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