



## **FOR IMMEDIATE RELEASE**

Contact:

Susan Zerin  
Zerin Communications  
847.363.6346

Howard Weiner  
iPORT Media  
312.961.1333

## **EyeMotion and iPORT Media Form Partnership**

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Lincoln, NE — June 20, 2007 — EyeMotion, a multimedia division of Williams Group, and iPORT Media, an online educational media network for healthcare providers, have joined forces to provide rich, animated educational content on the iPORT Media network.

Since 2002, iPORT Media has been the industry's most trusted internet delivered educational media network providing targeted content, selected by subscribers, directly into patient waiting areas.

"iPORT's partnership with EyeMotion demonstrates our ongoing commitment to provide relevant, informative, educational content to eye care professionals", says Howard Weiner, Chief Operating Officer of iPORT Media. "The addition of EyeMotion's excellent educational content to iPORT's already extensive library – the industry's largest – will further strengthen doctor-patient communications, delivering fully customizable content at the time when patients are most receptive; from revenue-building branded advertising, services and procedures, to news, sports, entertainment, and public service messages. The partnership between iPORT and EyeMotion will seamlessly complete the connection from the doctor's website to the waiting room."

EyeMotion has raised the standards for education animations in the eye care industry. The new, patient-oriented animations are easy to use and understand with straight-forward explanations and crisp, uncluttered imaging.

"For over 20 years, Williams Group has provided comprehensive training and relationship-based consulting services to help practice owners flourish professionally," says Dr. Brad Williams, Founder and CEO of Williams Group. "Our partnership with

iPORT Media is an extension of our vision to provide cutting-edge resources to better educate patients and increase practice revenues.”

“We live in an era where, more than ever, people use technology to inform themselves,” explains Paul Durban, Marketing Director for Williams Group. “From high-definition televisions to streaming online video - today’s patients simply want and expect more. Combining our resources to educate, inform and entertain through the iPORT Media network allows us to satisfy the on-demand needs of the 21st century patient.”

**About iPORT Media:**

iPORT Media is the eye care industry's first and only private narrowcasting network that delivers on-site customizable, educational, and marketing content directly to patients and eye care professionals. Delivered at the point of sale, iPORT Media increases the sale of premium products such as lenses, coatings, and designer frames, and improves the profitability for eye care professionals. To learn more about iPORT, visit <http://www.iportmedia.com/>, or call 312.440.6000.

**About EyeMotion:**

EyeMotion provides multimedia solutions to the eye care industry through websites, educational animations and cutting-edge web applications. In their five year history they have served hundreds of clients with the needed tools to fully utilize today’s ever-changing technology. Implementing EyeMotion products has increased profits, boosted efficiency and enhanced patient education for eye care practices around the country. For more information on EyeMotion, please visit <http://www.eyemotion.com/> or call 800.676.9076.