

SEE

*selective
eyewear
elements*

Richard Golden
Founder and CEO

D.O.C

The Beginning...

✓ **1977**

- 27 Stores
- \$9 Million in Annual Sales

With innovative marketing and advertising...

✓ **2007**

- 110 Stores
- \$120 Million in Annual Sales (6th or 7th largest optical chain in the US)

The “impetus” for SEE

Private Labeling at D.O.C

- Like other optical chains

Experimented with Italian factories

- Comparable higher end fashion and quality
- Buy for less, sell for less

Inspired New Concept Test

SEE

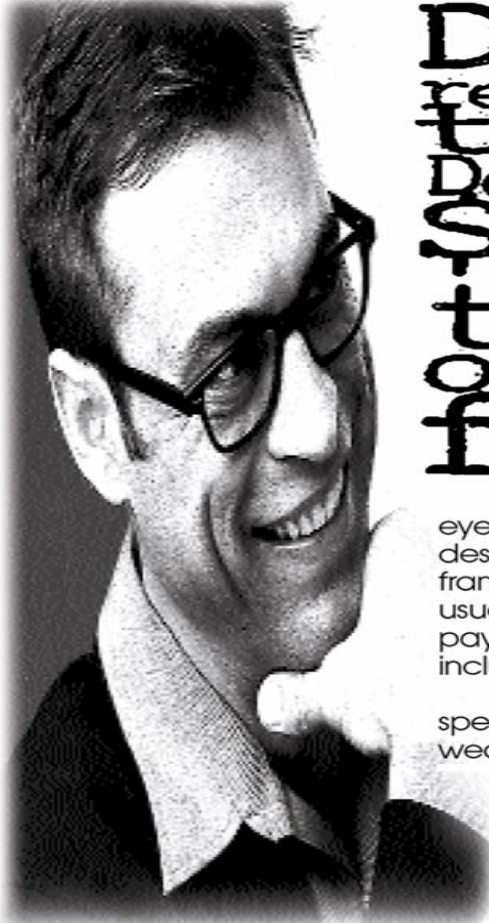
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“Hip without the Rip[®]”

Fashion Eyewear Concept

- **Offering “Hip without the Rip[®]” fashion eyewear**
- **Trendiest neighborhoods**
- **Focused on value positioning/building a fashion brand**
 - **Engaging the consumer with unexpected, sometime provocative and often humorous marketing**

“Did I just read what I thought?”



Do you
really want
to pay
Donna Karan
\$400
to sit
on your
face?

The only difference between eyewear from some big-name designer and the great fashion frames you get at **SEE** is the price; usually 1/3 to 1/2 of what you'd pay anywhere else. And that includes your prescription!

Face it...you don't have to spend a fortune for fashion eyewear anymore.



Very cool, by design

160 Old South Woodward, S. of Maple, Birmingham • 248-723-1900

Not for the faint of heart



Now You
don't have to
bend Over
just to Put On
Your Glasses.

SEE is a totally new concept in fashion eyewear. The concept... one-third to one-half off what you'd expect to pay. Complete.

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With a side of kitsch...



SEE

selective
designs
FRANK

www.seeeyewear.com

masterpiece designs at
starving artist prices.

“The NY Story”



I got your
glasses
right here!

SEE

Glam without the Scam!

Opening Late Fall • www.seeeyewear.com

The end of the NY Story



We have
SEEN the
error of
our ways.

SEE Opening Late Oct.
www.seeeyewear.com

It Ain't Easy...

Difficult concept to execute

- **Sourcing frames – 50 factories in 10 countries**
- **Quantity issues crucial – you better guess right!**
- **No room for mistakes**

The Days of
Irrational Exuberance
are OVER....

for now!

What we SEE today

- A Yellow Light
 - Traffic slowly coming back
 - The world collapsing “mindset” is behind us
- Consumers “Dipping a Toe”
 - Will buy beyond necessities
 - Want value for discretionary purchases
 - Value is not price (Chevy vs. Cadillac)
- Retail in the US is still far from '06-'07 spending patterns

As we stand...

- 26 Stores in 12 states
- Preservation of capital for ongoing operations is crucial
- As economic conditions improve, more rapid expansion

