

## **Schwartz Laser Eye Center, PLLC. Named as Official LASIK Provider of the Phoenix Suns.**

Schwartz Laser Eye Center Establishes Corporate Partnership with Professional Basketball Team

Phoenix, August 1, 2001 – The Phoenix Suns professional basketball team announces Schwartz Laser Eye Center, PLLC. the official provider of laser vision correction procedures and services. Jay L. Schwartz, D.O., the current Team Eye Physician will perform eye exams on all Phoenix Suns players on October 1, 2001.

As part of the corporate partnership, Schwartz Laser Eye Center will promote its brand name and services during all Phoenix Suns games. They have planned innovative radio spots, billboard advertising and will install promotion booths informing basketball fans of the benefits of laser vision correction by Dr. Schwartz. Schwartz Laser Eye Center has been given permission by the team to use the Phoenix Suns logos and the above affiliation in its local advertising within the Arizona marketplace.

Dr. Schwartz stated, "I'm very excited to continue my relationship with the Phoenix Suns and Schwartz Laser Eye Center being named as the Official Laser Vision Correction provider. The Phoenix Suns are the most recognized sports brand and market name in the state of Arizona, this partnership will allow us to continue promoting the benefits of laser vision correction, and the most advanced procedure – LASIK to those who wear corrective eye wear. Sports and laser vision correction are a natural fit as many athletes feel their performance can be hampered by conventional eye wear. Many professional athletes in all sports are finding that LASIK can actually enhance their visual acuity and performance."

Harvey Shank, Senior VP Corporate Sales stated "Having a professional like Dr. Jay Schwartz as a part of our overall medical evaluation team is very important to the Phoenix Suns. Dr. Schwartz has an extensive background in the field of Ophthalmology and will provide our athletes with the best possible consulting on all our eye care needs."

Jay L. Schwartz, D.O. is a Board Certified Ophthalmologist, fellowship trained and licensed to practice medicine in Arizona, Colorado and Illinois. Dr. Schwartz has performed over 12,000 LASIK procedures and has treated numerous professional athletes. He has also traveled throughout the United States and Europe training other surgeons on the LASIK procedure, as well as surgeons from around the world at the clinic in Scottsdale, Arizona.

For further information on Jay L. Schwartz, D.O., and the Schwartz Laser Eye Center, PLLC. call 888-553-3937.