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Contacts: Michael R. Neal, O.D.
866-946-5723
mneal@winkinteractive.com

Ron Walker
858-454-2145 ext. 301
RW@allaboutvision.com

***Wink Interactive and AllAboutVision.com*
Announce Strategic Alliance**

SCRANTON, Pa., July 6, 2006 — *Wink* Interactive has signed an agreement to secure educational content from AllAboutVision.com for use on *WinkPad*™ interactive educational tools supplied to the eyecare practitioner community. This partnership was established to deliver comprehensive and doctor-reviewed information on eye health and vision correction options to patients while they are in the waiting room, via use of the *WinkPad* device.

All About Vision® provides trustworthy, unbiased information on eye health and vision correction options to consumers visiting their site. The site's content is written by a team of journalists who have extensive experience in the eyecare field. Articles are developed with the input of an advisory board of eyecare professionals, and all health-related articles are approved by one or more eye doctors on the board. *Wink* Interactive and All About Vision will work cohesively to reformat these articles into user-friendly content for use on the *WinkPad*.

“There is an obvious synergy between *Wink* and AllAboutVision.com. We share a unified focus on providing objective, educational information to consumers. This partnership further extends our consumer reach, creating an ideal educational opportunity through two different, yet equally interactive media, online and in the doctor's office,” says Ron Walker, publisher of AllAboutVision.com.

“AllAboutVision.com is a trusted source of vision care information for consumers, and its comprehensive experience in eyecare publishing makes it the ideal candidate for this partnership. We are excited to have this opportunity to work with them on achieving our mutual goal of educating consumers,” says Michael Neal, O.D., CEO of *Wink* Interactive.

Wink Interactive's strategic partner, Jobson Publishing, is currently soliciting product category sponsors for *WinkPad* content, as well as identifying practices that are eligible to receive *WinkPads* pre-loaded with content that can be customized to fit the specific needs of their patients.

AllAboutVision.com is published by Access Media Group, LLC, a communications company specializing in the vision care market. Launched in 2000, the site has become the leading source of vision information on the



Internet and is expected to serve about eight million visitors this year. All About Vision is accredited by the Health on the Net Foundation for observing ethical standards of conduct in the presentation of health information. Access Media is based in La Jolla, Calif.

Wink Interactive, Inc., through its *WinkPad*™ interactive media platform, creates unique location-based one-to-one marketing solutions. Its software and media distribution network enables partners to develop and deploy, via a variety of multimedia-enabled devices, compelling interactive “sales amplification” campaigns. Not only are these campaigns designed to ultimately drive sales, but they enhance patient/consumer service, provide product education and enable the collection of high-value feedback data, creating a new, fully actionable marketing channel. *Wink* Interactive is located in Scranton, Pa.

For more information, please contact *Wink* Interactive or AllAboutVision.com.