

TSX Symbol: COA



Coastal Contacts Inc. to Participate in the Fifth Annual Piper Jaffray Global Internet Summit

Vancouver, British Columbia – October 28, 2009 — Coastal Contacts Inc. (TSX: COA) announced today that Coastal Contacts has been invited to participate at the Fifth Annual Piper Jaffray Global Internet Summit to be held November 10-11, 2009 at the Rosewood Sand Hill, in Menlo Park, California.

Mr. Glen Kayll, Coastal's Chief Financial Officer will participate in the eCommerce Industry Panel on behalf of the company in addition to meeting with leading analysts and institutional investors.

About Coastal Contacts:

Coastal Contacts Inc. (www.coastalcontacts.com) is the world's leading direct-to-consumer vision products company which designs, produces and distributes a diversified offering of contact lenses and eyeglasses. The Company's unique combination of branded and private label products represent quality, value and above all, service. Coastal sells into more than 150 countries through proprietary web properties which reflect the culture and consumer preference of the target market. As new markets for eyeglasses and contact lenses evolve, the Company is positioned to become the vision product consumer's retailer of choice owing to its compelling value proposition combining value and service. A leader in many of its markets, Coastal is rapidly advancing toward its goal of becoming the "World's Optical Store".

For Further Information:

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This news release contains certain forward-looking statements that reflect the current views and/or expectations of Coastal Contacts Inc. with respect to its performance, business and future events. Investors are cautioned that all forward-looking statements involve risks and uncertainties including, without limitation, those relating to changes in the market, potential downturns in economic conditions, limited suppliers, inventory risk, disruption in our distribution facilities, foreign exchange fluctuations, regulatory requirements, demand for contact lenses, competition and dependence on the internet. These risks, as well as others, could cause actual results and events to vary significantly. Coastal Contacts does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements.

Neither the TSX nor any other regulatory body has reviewed and therefore does not accept responsibility for the adequacy or accuracy of this release.