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TONY STEWART TAKES THE POLE POSITION IN EYEGLASSES AT COASTAL CONTACTS

Vancouver, British Columbia – December 21, 2009 – Tony Stewart eyeglasses have been the [top selling frames](#) for 4 weeks straight at online eyeglasses and contact lens retailer [CoastalContacts.com](#), a record that no other pair of frames has managed to hold.

Tony Stewart, the acclaimed NASCAR racing champion from Columbus, Indiana is most widely known as the two time champion at the Sprint Cup Series. Before entering the NASCAR arena, Stewart was an Indy Car champion and has won some of the biggest races in motor sports. What he is not widely known for is his eyeglasses line, although that seems to be changing rapidly.

“Celebrity and athlete endorsed eyewear seem to strike a chord with consumers,” stated Coastal Contacts Communications Manager, Jennifer Harvey. “These are practical, lightweight, great looking eyeglasses [frames for men](#), but they are also backed by a world class NASCAR racer, making your eyeglasses purchase more exciting.”

The Tony Stewart eyewear line is one in a list of many celebrities such as [Jennifer Lopez](#) and [Lauren Hutton](#), who have begun to create fashion brands using their name and endorsement. At CoastalContacts.com the NASCAR Tony Stewart eyeglasses retail for \$19.95 to \$49.95, making them very affordable. Coastal Contacts offers over 500 styles of eyeglasses on their website at discounted prices.

“We see a pair of eyeglasses on the most popular list for one week at the most and then it changes to a new pair. To be the most popular frame for three weeks is unheard of. It’s apparent Tony Stewart knows a thing or two about eyeglasses.” adds Harvey.

Other popular styles over the Holiday season have been:

- [Airlites 812 in dark brown](#) retailing for \$6.95
- [Joseph Marc 4003](#) retailing for \$19.95
- [Ltede 1035](#) in gunmetal retailing for \$44.95
- [Kam Dhillon 3015](#) Chocoholic retailing for \$49.95

About Coastal Contacts:

Coastal Contacts Inc. 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".

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Forward Looking Statements

All statements made in this news release, other than statements of historical fact, are forward-looking statements. The words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect", "goal", "target", "should," "likely," "potential," "continue," "project," "forecast," "prospects," and similar expressions typically are used to identify forward-looking statements.

Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about our business and the industry and markets in which we operate. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict.

Persons reading this news release are cautioned that forward-looking statements or information are only predictions, and that our actual future results or performance may be materially different due to a number of factors. Reference should also be made to the section entitled "Risk Factors" contained in our most recently filed Annual Information Form dated January 29, 2009 and in the NASDAQ OMX Stockholm listing prospectus dated October, 2009, as filed on Sedar and with the Swedish Financial Supervisory Authority, for a detailed description of the risks and uncertainties relating to our business. These risks, as well as others, could cause actual results and events to vary significantly. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. These forward-looking statements are made as of the date of this news release and we expressly disclaim any intent or obligation to update these forward-looking statements, unless we specifically state otherwise and except as required by applicable law.