# Blue Cross Blue Shield of Massachusetts Introduces Blue 20/20, a New Vision Product Powered by EyeMed Vision Care

**BOSTON — May 13, 2014 —**Blue Cross Blue Shield of Massachusetts (BCBSMA) announced today it has established a relationship with EyeMed Vision Care, the nation's fastest growing vision benefits company, for a new vision care offering, Blue 20/20.

"Our members value affordability, flexibility and choice, all things which EyeMed delivers to their customers. This relationship is a natural fit, as EyeMed is a true leader in vision care benefits," said Timothy O'Brien, Senior Vice President of Sales and Marketing at BCBSMA. "Blue Cross' medical, dental and other benefits offer employers a one-stop shopping solution and we are thrilled to add Blue 20/20 to our comprehensive portfolio."

Blue 20/20 plans include:

- Affordable, high value premiums.
- Routine eye exams.
- Savings on frames, including designer frames, premium lenses and coatings, as well as contact lenses.
- Award-winning customer service.
- Access to the nation's largest vision network, with more than 60,000 independent providers and national retailers including LensCrafters, most Pearle Vision locations, Target Optical, Sears Optical and JCPenney Optical™.

"It's our privilege to be the vision care experts behind this vision product for Blue Cross Blue Shield of Massachusetts, the largest health plan in Massachusetts. We're confident their clients and members will be delighted with the Blue 20/20 vision plan that offers all the strengths of EyeMed and the Luxottica family that's behind it," said Lukas Ruecker, EyeMed Vision Care President.

Ruecker added, "We're especially eager for BCBSMA Blue 20/20 members to have access to the largest and most diverse choice of in-network vision providers, including both independent and true in-network retail locations; industry-leading weekend and evening service hours from our call center and many network provider locations; an amazing selection of the top eyewear and retail location brand names plus access to the latest in lenses through our lab network. These kinds of advantages have made us America's fastest growing vision benefits company. We look forward to helping BCBSMA members see life to the fullest."

For more information about Blue 20/20 contact your sales representative or call **(800) 422-3545** for small group direct sales or **(800) 531-2563** for small/large brokered sales.

**About Blue Cross Blue Shield of Massachusetts**
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube and LinkedIn.

**About EyeMed**
Cincinnati, Ohio-based EyeMed Vision Care is the second largest and fastest growing vision benefits company in the United States with more than 36 million members. Dedicated to becoming America's first choice for vision benefits, the company's products, operations and business ambitions are focused on a single brand-defining mission: delivering the vision benefits that members appreciate most. One of the company's distinctive features is an expansive network of independent vision care providers combined with many of America's favorite retail brands, including LensCrafters, most Pearle Vision locations, Target Optical, Sears Optical and JCP Optical. EyeMed is a proud sponsor of OneSight, a charitable organization dedicated to eradicating the vision crisis across the United States and around the world. EyeMed is part of the Luxottica family of companies. Visit us at eyemed.com, follow us on Twitter and find us on LinkedIn.

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