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**Kalamazoo, Jackson, Lansing, Farmington Hills, Ann Arbor and Toledo -
Doctors Announce Casting Call for Real-EYE-TV Stars To Enter To Win \$5,000**

**Nationwide Contest Begins Today with the Premiere of Celeb Kristin
Cavallari's Breakthrough Online Docu-Drama *RealityLASIK***

Ann Arbor, Michigan September 11, 2007 – In your '20s and considering vision correction surgery? Kalamazoo, Jackson, Lansing, Farmington Hills, Ann Arbor and Toledo TLC Eyecare & Laser Centers are putting out a casting call to young adults for a reality-themed contest launching online today. The contest is tied to the premiere of the breakthrough online docu-drama – *RealityLASIK* – which follows reality TV beauty Kristin Cavallari's decision to undergo LASIK.

The reality-themed contest is aimed at young adults who, like Cavallari, are interested in documenting their vision correction experience with Advanced CustomVue™ LASIK with the IntraLase™ Method. Contestants can submit videos, audiocasts or blog entries to www.RealityLASIK.com for consideration. One winner will be selected each month through December 31, 2007 and awarded \$5,000 by contest sponsors and executive producers of *RealityLASIK*, Advanced Medical Optics (AMO). Details on contest rules are available at www.RealityLASIK.com

Millions struggle with the hassle of contacts and glasses. Yet most don't realize that the likelihood of a serious sight-threatening complication from contact lenses is five times greater than LASIK, according to a recent study published in the Archives of Ophthalmology (Mathers, et. al., Oct. 2006). The size of the U.S. Gen Y population is estimated at 76 million. (*Fast Company*, Jan./Feb. 2006).

"Young adults are ideal LASIK candidates. Not only can they enjoy great vision for the next 20 years or more, but they will reduce the risk of sight-threatening infections related to continual contact lens wear," said **Dr. Anthony Sensoli M.D., Farmington Hills, MI TLC Eyecare & Laser Centers**. "Generally speaking, this generation seeks out the most advanced technologies – such as Advanced CustomVue LASIK with the IntraLase Method – to meet the demands of their lifestyles."

Dr. Sensoli continued, "The fact is that by having LASIK surgery earlier in life you can save tens of thousands of dollars in glasses and contact lenses, not to mention their care and maintenance." What surprises most people is that they may recoup the cost of LASIK in less than three years and flexible financing plans make it a realistic, affordable vision correction option for young people.

TLC Eyecare & Laser Centers is North America's premier eye care Services Company, providing eye doctors with the tools and technologies needed to deliver high quality patient care. Through its centers management, and technology access service models, extensive optometric relationships, aggressive consumer advertising and managed care contracting strength, TLC Eyecare & Laser Centers maintains leading positions in Refractive, Cataract and Eye Care markets. For more information about TLC Eyecare & Laser Centers please visit www.tlceyecare.com.

For official rules of this contest please visit www.RealityLASIK.com or contact Pamela Gillies at Pamela.Gillies@tlcml.com