

Haag-Streit USA and Alcon Team Up to Market the LENSTAR LS900® Optical Biometer in the United States

Mason, OH — (March 15, 2010) — Haag-Streit USA has appointed Alcon, Inc. (ACL) as its exclusive distributor in the United States for the LENSTAR LS900® optical biometer. The LENSTAR LS900® is the first complete optical biometer that measures the entire eye, providing surgeons with all the necessary parameters to efficiently and accurately calculate the correct intraocular lens (IOL) power for their cataract surgery patients.

With Haag-Streit's long-term commitment to making every aspect of a surgeon's experience with its products exemplary, Haag-Streit has partnered with Alcon for its leadership in ophthalmology, outstanding customer relationships and excellent technical expertise.

"It is an incredible opportunity to partner with Alcon, the world's leading eye care company known for its innovation in the advancement of ophthalmic equipment and products. LENSTAR's precise measurement capabilities, speed and accuracy hold tremendous potential for positively impacting IOL outcomes," said Dominik Beck, PhD, president and chief executive officer of Haag-Streit USA.

"The LENSTAR technology combined with our infrastructure and service excellence will provide U.S. surgeons better biometry and improved surgical outcomes, while gaining more efficient patient flow in a convenient technology package," said Jim Thomas, Alcon's vice president and general manager of U.S. Surgical.

Alcon will be responsible for sales of LENSTAR LS900® in the United States and Haag-Streit will be responsible for installation, ongoing clinical support and technical service. The LENSTAR LS900® is now available to eye care professionals directly from Alcon. For more information or to schedule a LENSTAR demo, go to www.myLENSTAR.com or call +1-888-myLENSTAR (+1-888-695-3678).

About the LENSTAR LS900®

The LENSTAR LS900® is the first optical biometer designed for cataract surgery that utilizes optical low-coherence reflectometry (OLCR). This new method of biometry overcomes the limitations of both ultrasound and optical biometry by incorporating nine measurements in a single scan, improving accuracy and accelerating workflow. The nine measurements are on the patient's visual axis and include: pachymetry, keratometry, anterior chamber depth, lens thickness, axial length, white-to-white distance, pupillometry, eccentricity of the visual axis and retinal thickness. The LENSTAR LS900® received approval from the United States Food and Drug Administration (FDA) in October of 2009.

About Haag-Streit

Headquartered in Bern, Switzerland, with its U.S. headquarters in Mason, Ohio, Haag-Streit manufactures optical instruments for ophthalmologists and optometrists. The company has a 150-year history, and for more than a half a century, the Haag-Streit slit lamp has been regarded as the standard instrument for ophthalmic diagnosis. For more information, visit www.haag-streit-usa.com or www.myLenstar.com.

About Alcon

Alcon, Inc. is the world's leading eye care company, with sales of approximately \$6.5 billion in 2009. Alcon, which has been dedicated to the ophthalmic industry for 65 years, researches, develops, manufactures and markets pharmaceuticals, surgical equipment and devices, contacts lens solutions and other vision care products that treat diseases, disorders and other conditions of the eye. Alcon operates in 75 countries and sells products in 180 markets. For more information on Alcon, Inc., visit the Company's web site at www.alcon.com.

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