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**NEWS RELEASE  
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**OPTICAL WOMEN'S ASSOCIATION HONORS MIMI FRIEDFELD WITH  
6<sup>TH</sup> ANNUAL PLEIADES AWARD AT VISION EXPO EAST**

MINNEAPOLIS, February xx, 2005 – The Optical Women's Association (OWA) today announces it will honor Mimi Friedfeld, co-owner, ClearVision Optical, with the 6<sup>th</sup> Annual Pleiades Award at its cocktail and award reception on Friday, March 11, during the weekend of International Vision Expo in New York. The event will be held in the Marchon Eyewear Showroom located at 8 West 40<sup>th</sup> Street. Cocktails and hors d'oeuvres will be served at 6 p.m. The award presentation will begin at 6:45 p.m.

Friedfeld began her career with ClearVision Optical in 1968. Over the years, she managed the accounting and personnel departments and contributed to design of the company's fashionable eyewear products. Most notably, Friedfeld has helped her husband, ClearVision Optical founder Fred Friedfeld, grow the family-run business from a small regional wholesaler to one of today's most respected leading optical distribution companies.

*"Women of Vision"*

Today, ClearVision Optical's business remains in the family. Mimi and Fred Friedfeld's son David serves as the company's president, and their son Peter serves as its executive vice president. Friedfeld stays involved with the company by holding a seat on its Board of Directors. She has been an active member of the OWA since its inception.

The Pleiades Award spotlights an individual who has shown a commitment to the mission of the OWA by fostering the growth of women in the industry. The Pleiades Award is named for the star cluster Pleiades in the Taurus constellation. The Pleiades is also known as the "Seven Sisters" – referring to the seven brightest stars in the cluster. The cluster was named for Atlas' seven daughters, whom Zeiss turned into stars.

Pleiades Award winners have a star named after them and receive a star map and certificate as part of their recognition. Prior recipients have included Dana R. Weeks, Optical Services International (OSI), Carene S. Kunkler, Sight Resource Corporation, Andrea Gluck, Eyewear Designs, Inc., Tom Styers, Essilor, and Charles 'Pat' Patterson, Walman Optical.

The invitation to attend this event is extended to both OWA members and non-members. Guests are asked to RSVP by February 28 via email to [owa@opticalwomen.com](mailto:owa@opticalwomen.com) or by calling (612) 520-6185.

Editor's Note:           The event is sponsored by Marchon Eyewear and SOMO Optical.  
                                  The event venue is kindly provided by Marchon.  
                                  Marchon Eyewear Showroom  
                                  8 West 40<sup>th</sup> Street, 21<sup>st</sup> Floor  
                                  (b/t 5<sup>th</sup> and 6<sup>th</sup> Avenue)

**About the OWA**

*The OWA, founded in 1997, exists to enhance and promote the leadership role of women in the ophthalmic industry through networking and peer support. The association's program includes the Star Network mentoring program, networking events and resource and presentation of the annual Pleiades award. The association also publishes an annual Networking Directory and optical calendar. Further information is available by visiting [www.opticalwomen.com](http://www.opticalwomen.com).*