

22 July 2008

CUSTOMVIS PLC
("CustomVis" or "the Group")

Trading Update

CustomVis (AIM:CUS), the leading developer, manufacturer and distributor of solid state laser systems for the refractive surgical industry updates the market on its trading activities ahead of its final results, expected to be announced in late October.

- 10 new contracts signed in H2, lower than projected partly due to financing issues resolved by placing in February/March 2008
- Three new contracts signed post year end (30 June 2008)
- Board expects to report revenue for the year to 30 June 2008 lower than market expectations
- Loss for the period expected to be in the region of £1 million
- Cash in hand at 30 June 2008 of approximately £1.4 million
- New retinal imaging camera demonstrated to positive acclaim and close to launch

In the first three months of 2008, sales performance was lower than expected, due in part to negative industry sentiment relating to the Group's financial position. However, in late February 2008, CustomVis raised £2.24 million via a placing, proving criticism of the Company to be unfounded. The Company made 10 sales in the six months ended 30 June 2008, nine of which were in the last three months of the period, including one sale in Jersey. In the period since the year end the Company has made a further three sales, including a first sale in France. Consequently, since 31 March 2008 the Company has achieved management's expectations of three sales contracts per month.

The Board is pleased to announce that it has appointed a highly experienced salesperson for the key South American market, who joined the Company on 1 July 2008. In the interim statement, issued on 31 March 2008, the Group reported that it had hired a sales manager for Europe and Asia. Unfortunately, this person did not take up the role. A search is under way to fill this position as soon as possible.

The Group has also appointed Mr Steve McRae as Chief Financial Officer and Company Secretary. Steve has over 30 years experience in accounting and finance, including 25 years in public practice. He will not be joining the Board at this time.

Over the past few months the Group has successfully presented clinical papers for the Pulzar Z1 laser at the two major conferences for the ophthalmic industry; the American Society of Cataract and Refractive Surgery (ASCRS), held in Chicago in April and the World Ophthalmology Congress (WOC) in June/July. The response to these papers has been highly positive, leading to an increase in sales discussions and importantly, a greater awareness for the Pulzar Z1 around the world.

At the ASCRS conference, for the first time, a whole session was mainly

dedicated to the PulzarZ1 with the presentation of six papers delivered by CustomVis personnel, or CustomVis users. Two further papers and six posters on the Pulzar Z1's scientific and clinical outcomes were presented at the WOC in Hong Kong. CustomVis exhibited the Pulzar Z1 at its booth at both events which generated significant interest.

The Group also demonstrated a pre-production prototype of its low-cost, portable retinal imaging camera, which is currently in development but has already received a very positive response from the delegates at the WOC in Hong Kong. The Group expects to move into production of the camera during the next few months, with full commercialisation in mid 2009. A good order flow is expected to be received ahead of its launch.

CustomVis CEO, Dr Paul van Saarloos, commented, "We have been disappointed with sales performance in the period. However, the Pulzar Z1 is working exceptionally well and our production facility is now fully functioning and able to assemble three lasers per month. We have now witnessed a return to projected sales levels, following the completion of our fund raising and the increase in sales staff.

"The Group is currently seeing a sustained, high level of interest in the Pulsar Z1 and is confident that a regular flow of sales will continue from now on."

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Notes to Editors:

CustomVis™ is an innovative company in the laser vision correction industry, with a focus on custom surgery.

The CustomVis **PULZAR Z1™** system incorporates a solid state laser, solid state scanning integrated with rapid eye tracking devices to track the movement of the patient's eye, and the ability to incorporate data from a variety of diagnostic systems into surgical planning software and the treatment process.

CustomVis was established in March 2001 (listed on AIM July 2003) to address a number of problems being experienced in the field of laser vision correction ("LVC"). LVC surgery involves the use of a laser to re-shape the cornea to try to correct visual abnormalities.

Currently, the most common form of LVC surgery utilises excimer (gas) laser technology, which the Directors believe is approaching the end of its product development cycle. This is mainly due to technological limitations including eye tracking technologies, limited gas lifetime, excessive maintenance, slower pulse rates and the larger beam spot sizes of the laser. The CustomVis **PULZAR**

Z1TM System was designed to address these issues and meet the requirements of effective custom LVC surgery.