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

Appointment of European Sales Representative and German Distributor

CustomVis (AIM: CUS), the leading developer, manufacturer and distributor of solid state laser systems for the refractive surgical industry is pleased to announce it has appointed a European Sales Representative.

German national, Thomas Zieger, has been appointed to run CustomVis's activities in the key European region with immediate effect. Mr Zieger has almost 20 years' experience in the refractive laser industry and has held positions at Bausch & Lomb, Polymed and Wavelight. He founded his own distribution company, TriLas Medical GmbH, in 2004 which has represented a number of leading ophthalmic manufacturers. TriLas Medical GmbH has also been appointed as the CustomVis distributor for Germany.

Europe has become a key market for CustomVis for a number of reasons:

- The installed base of refractive lasers is very high in Europe;

- Laser sales in Europe command relatively high prices;
- European countries are emerging faster from the recession than those in the Emerging Markets, which historically have formed the Group's highest density of sales; and
- Interest in the Pulzar Z1 laser continues to strengthen in Europe.

Dr van Saarloos commented, "As announced at the time of our recent Placing, the appointment of a European Sales Representative was high on our agenda. Europe is becoming one of the fastest moving regions in the world for refractive eye surgery and CustomVis has now put in place the required elements to become a part of this growth. Thomas's experience of our industry is extensive and we are delighted to have him as part of the CustomVis global team. "

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