

17 November 2008

**CUSTOMVIS PLC**  
("CustomVis" or "the Company")

**Contract Win and New Appointments**

CustomVis (AIM: CUS), the leading developer, manufacturer and distributor of solid state laser systems for the refractive surgical industry, is pleased to announce a further contract win and a number of key appointments to bolster its sales and marketing team.

The contract is for a further sale of the Company's flagship product, the Pulzar Z1 into Pakistan, and follows on from the success that CustomVis has achieved in the past with numerous sales within the region.

The Company is also pleased to announce the strengthening of its sales and marketing department through the appointment of several highly experienced personnel in the industry.

Firstly, it has recently appointed Mr. Guillermo Torres to head up sales in Latin America. Guillermo has previously occupied this role for Laser Sight Technologies Inc and played a key role in helping the firm become a dominant supplier in this region by achieving sales of almost 100 lasers during his time with them. He has vast experience with a number of other companies in the sale of non-laser refractive products and has already been responsible for CustomVis making a breakthrough sale in the area.

Secondly, Mr. Boon Heng Gan has been hired to oversee sales in the Asia Pacific region, where he has extensive experience of selling refractive lasers from his previous role at VisX (now AMO Inc). Thirdly, the Company has appointed Mr. Carl Casella, who has considerable experience in the sales of scientific equipment, as marketing manager.

Additionally, the Company is pleased to report that it has witnessed significant interest for the Pulzar Z1 at this month's AAO (American Academy of Ophthalmology) conference, resulting in the sign-up of three new distributors for the laser.

**CustomVis CEO, Dr Paul van Saarloos, commented,** "It is a key part of our strategy to strengthen the sales capability of CustomVis in our core markets around the world. We now have a presence in more geographic regions than ever before and it is our primary focus to drive sales in these regions to generate meaningful revenues for the Company and significant value for our shareholders. We welcome all new appointments on board, and are confident that going forward, their combined experience will lead to sales targets being met and upgraded."

-ends-

For further information, please contact:

**CustomVis plc**  
Paul van Saarloos, CEO

**Tel. +61 410 497 456**

**John East & Partners Limited**  
David Worlidge

**Tel. 020 7628 2200**

**ICIS**  
Christian Taylor-Wilkinson  
Mike Smith

**Tel. 020 7651 8688**

**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 limited gas lifetime, excessive maintenance, slower pulse rates and the larger beam spot sizes of the laser. The CustomVis **PULZAR Z1™** System was designed to address these issues and meet the requirements of effective custom LVC surgery.