

AllAboutVision.com Selected as Content Provider for EyeCarePro

La Jolla, Calif., April xx, 2008 – AllAboutVision.com has been selected to provide consumer-directed eye care content to EyeCarePro, a company providing turnkey website services to optometrists.

EyeCarePro's updated Eye Library, available to clients starting this month, will be comprised of articles licensed from AllAboutVision.com. The Library includes content about eyeglasses, sunglasses, contact lenses, refractive surgery, eye conditions and diseases, vision insurance and eye exams. Age-specific content includes information on vision over 40, vision over 60 and children's vision. Additional special-interest topics are sports vision and low vision, rounding out an editorial menu of consumer-friendly, in-depth eye care articles.

“A website is only as good as its content, and patients are expecting to find more and more educational information on their optometrist's website, said Daniel Rostenne, Managing Director of EyeCarePro. “AllAboutVision.com's articles are a perfect fit with the other best-in-class features we provide on our customers' websites, creating a true extension of their practice.”

“We're pleased to partner with a provider of high-quality websites whose professional appearance and helpful features can really enhance the user experience for consumers,” said Marilyn Haddrill, Editor of AllAboutVision.com.

The EyeCarePro team is responsible for the creation of websites and Internet-based applications for more than 400 optometrists, the American Academy of Optometry, and many national and regional optometric associations. For more information, visit www.eyecarepro.net.

Online since January 2000, AllAboutVision.com is a one-stop, independent resource providing millions of consumers with trustworthy, up-to-date, easy-to-understand information on eye health and vision correction options.

AllAboutVision.com is published by Access Media Group LLC, an online healthcare publisher with a specialty in vision and eye health.

For more information contact:

Ron Walker
(858) 454-2145 x301
RW@allaboutvision.com

All About Vision is a registered service mark of Access Media Group LLC.