



PRESS RELEASE

FOR IMMEDIATE RELEASE

ZEISS CANADA Vision Care Announces Change in Leadership Role

Toronto, December 15, 2017 – ZEISS Canada is pleased to announce that Bryan Rossi has assumed the leadership of Carl Zeiss Canada, Vision Care division. Mr. Rossi fills the role upon the retirement of long-standing Canadian President of Carl Zeiss Canada, John Dillon.

Mr. Rossi has been with ZEISS USA for over 15 years; first as the Regional Manager in the ECP channel and thereafter as Director of Managed Care Business. He led the Western ECP sales division and, most recently, has been a part of the company's Strategic Business group.

Mr. Rossi graduated from The Ohio State University with a BSBA in Finance. Prior to his tenure at ZEISS, he served in a senior management role for a large national retailer and worked in the financial services industry consulting with small business owners on employee cost management.

John Dillon joined Carl Zeiss Optical Canada Ltd in 1988 as General Manager. John was instrumental in building the ZEISS lens business. In 1993, John was made Vice President of Carl Zeiss Optical and in 2014, took over the role of President of Carl Zeiss Canada Ltd, leading the Vision, Medical and Micro business units.

John's strong focus in recent years has been on developing the ZEISS brand in Canada and insuring that we live up to our ZEISS brand promise.

The change in management has been ongoing for a 6-month period, providing a seamless handover of leadership responsibilities from Mr. Dillon to Mr. Rossi.

Commenting on the leadership change, John Dillon said, *"At ZEISS we've seen our colleagues develop both professionally and in their private lives. I'm proud that we have provided a stable environment to help these colleagues grow and I am fully confident that Bryan will successfully carry forward ZEISS values and culture"*. Bryan Rossi indicated, *"Taking over for John is a pleasure and honour. He has built a strong ZEISS team and market position in Canada. I'm a strong believer in relationships and having a personal touch with everything we do and look forward to getting to know our customers and stakeholders over the coming weeks, months and years"*.



About ZEISS CANADA:

Carl Zeiss Canada Ltd. Was founded in 1963 with the scientific division selling and servicing, laboratory and surgical microscopes, and related products. National Headquarters is located in Toronto with over 80 sales and service staff servicing the country from coast-to-coast. In 1979, the optical division was added supplying lenses and eye glasses to the Canadian market. By 1992, the optical division had grown into a full service optical lab with lens surfacing and coating capabilities. With continued growth and customer support Carl Zeiss Canada continues to expand. In 2002, Carl Zeiss Canada expanded further by reintroducing the Carl Zeiss Meditec lines of surgical and ophthalmic equipment to its medical sales and service group.

Canadian business units include Medical Systems, and Microscopy including Electron/Ion Microscopes and Vision Care (spectacle lens). Sport Optics (binoculars, rifle and spotting scopes) are distributed by Gentec International.

The ZEISS brand stands for the highest quality, precision and innovation and has done so over 170 years. We aspire to unite innovation, fascination and tradition. A commitment towards continual quality improvement and customer orientation are key drivers for all our activities.