



ALPHA EON®

ALPHA EON PARTNERS WITH TRACEY TECHNOLOGIES TO SELL NEXT-GENERATION ITRACE PLATFORM

IRVINE, Calif., January 16, 2015, - ALPHA EON® Corporation announced today that it has entered into a co-promotion agreement with Tracey Technologies Corporation, a developer and manufacturer of advanced refractive diagnostic devices, to market the next generation iTrace® platform.

“iTrace is a great complement to our developing ophthalmic technology offering, integrating with TouchMD® to further enhance the patient education experience,” said Robert E. Grant, CEO of ALPHA EON. “We believe it will be a catalyst for ophthalmologists to grow their premium, custom procedures including Refractive Lens Exchange and LASIK.”

iTrace was developed to measure a patients’ quality of vision with patented forward ray-tracing technology. Using iTrace, ophthalmologists can identify internal aberrations, allowing them to determine the best refractive procedure and customize lens implant for each patient. Under the terms of the agreement, ALPHA EON will be a co-exclusive sales representative with Tracey Technologies, offering the iTrace next generation platform to ophthalmologists, within the United States.

Dr. Daniel Durrie said, “The unique pre-operative planning metrics combined with a dysfunctional lens analysis module, helps patients better understand their visual health and the appropriate custom options available prior to the development of a full cataract.”

“The iTrace platform has improved patient understanding of their quality of vision and how it changes as they age,” said Dr. Vance Thompson. “This leads to a better discussion with each patient about our recommendations for their optimal procedure.”

“Tracey is excited to be working with ALPHA EON Corporation as we augment our U.S. sales efforts to bring high quality diagnostic information to eyecare professionals,” said Joe S. Wakil, M.D., President of Tracey Technologies. “Both companies share a goal of developing customized vision correction through the unique ray-tracing platform that iTrace represents. We believe diagnostic information available in the iTrace, like the new dysfunctional lens analysis, will provide ALPHA EON’s customers with quality of vision tools that will improve patient care and ultimately practice performance.”

ALPHA EON will begin marketing the next-generation iTrace platform this month.

About ALPHA EON Corporation

ALPHA EON Corporation, a subsidiary of Strathspey Crown Holdings, LLC, is a lifestyle healthcare company committed to working with board-certified physicians to provide innovative products and services that promote patient wellness, beauty and performance. For more information, please visit www.alphaeon.com.

About Strathspey Crown

Strathspey Crown is a leading firm focused in lifestyle healthcare. Strathspey Crown uniquely partners with board certified physician specialists to bring to market innovative technologies and services in the self-pay



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sector. The firm is founded with physician investors across key medical specialties including: plastic surgery, ophthalmology, dermatology, orthopedics and cosmetic dentistry. For more information, please visit www.strathspcycrown.com.

About Tracey Technologies, Corporation

Tracey Technologies, Corporation is a developer and manufacturer of technologically advanced refractive diagnostic devices. Based in Houston, Texas, Tracey Technologies has produced devices integrating ray tracing aberrometry wavefront analysis with advanced corneal topography analysis for a decade, with the iTrace® series of products offered since 2008. Tracey Technologies' patented ray tracing technology, is part of the next generation of refractive diagnostics and is considered one of the best methods for analyzing visual function. For more information, visit the company's Web site at www.traceytechnologies.com.

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