

For Immediate Release

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SHOW YOUR VALENTINE YOUR LOVE WITH THE GIFT OF LASIK

[LASIK Vision Institute](#) reports gift certificate sales go up every Valentine's Day

LAKE WORTH, Fla., Feb. 12, 2008 – With Valentine's Day just around the corner, do you sit there dreaming of the next time you and your loved one spot each other from across a crowded room – then rush into each other's arms?

Or are you thinking how you wish you could do that – if only your sweetie's vision allowed him or her to see clearly beyond 15 feet away?

Maybe it's time for a different kind of Valentine's Day gift. Maybe it's time to give the gift of clear vision with LASIK surgery. Each year, more and more people are giving this gift-of-a-lifetime.

“We have offered gift certificates for some time now, and always notice a lift in gift certificate sales right before a special occasion like Valentine's Day,” said Chris Edwards, Chief Marketing Officer of The LASIK Vision Institute. “It may seem surprising at first, since it's not your typical Valentine's gift, but recipients absolutely love the idea.”

Nothing says “I love you” like the gift of clear vision. But can you really make that decision on behalf of another person? You can, and people often do if it's someone close to them such as a spouse or significant other.

The viability of LASIK as a gift has also been enhanced in recent years by a number of developments. One is the availability of new finance options that make LASIK affordable for just about anyone. At the same time, continued enhancements to LASIK technology now make the procedure even more comfortable and accurate than ever.

It may be the first Valentine's gift your sweetheart has ever received that doesn't come with an exquisite taste, smell or shine. But it's got everything to do with what may be the most important of all the senses. So surprise your special someone with a laser-guided ticket to a lifetime of hassle-free, better vision. He or she has probably never received a gift quite like it, and will certainly never receive a gift of more lasting value.

The LASIK Vision Institute (LVI) provides laser vision correction services through the company's 31 upscale laser correction centers located in 23 states across the country. LVI uses CustomVue by VISX Technology, the latest state-of-the-art FDA-approved laser technology, in each of its centers. Procedures are performed by experienced independent eye surgeons who have collectively completed more than 650,000 eye surgeries. Pre and postoperative visits, along with patient counseling, are available at all locations. Unlike other eye surgery providers, LVI owns its laser equipment and can offer consumers pricing significantly below other providers while maintaining a high standard of service from the best quality physicians. More information is available at www.lasikvisioninstitute.com.

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