



Subject: Mandatory Gold or Platinum Subscription for Tech Support & Updates after Jan 1, 2015

Dear Holladay IOL Consultant USER:

This coming year marks the Silver 25th-year anniversary of the IOL Consultant Program. We have come a long way since the three 5.25 inch floppy that would hold 720 KB for the original program. The current Program is over 22 MB, uses only a small fraction of the space on a CD and most of our USERS download and install Updates for the latest version from our website (www.hicsoap.com) automatically.

We have always tried to keep our focus on providing a Program that meets the needs of the most compulsive surgeon. Moving from the Holladay 1 to the Holladay 2 formula and providing comparative formulas for evaluation, adding the Surgical Outcomes Assessment Program (SOAP) for evaluating outcomes, determining the Surgically Induced Astigmatism (SIA) for each Surgeon and most importantly providing automatic Personalization of Lens Constants (PLC) for each Surgeon to achieve the smallest prediction error on each patient has been our mission. As technology has progressed with the implementation of toric IOLs, we have added the EXACT TORIC FRONT AND BACK CALCULATOR that still exceeds the performance of many online Toric Calculators available today.

As many of you know we added a dedicated Technical Support employee, Andrew, six years ago to maintain our response time. Sharon, Thanos and I continue to provide clinical, technical and administrative support for the Program. We have provided Updates at least quarterly and support to all USERS via email and fax at no charge for 25 years with nothing but the original purchase of the Program.

We now have so many USERS Worldwide that providing updates and technical support for free is no longer possible. There will be no charge for continuing to use the last version of the Software in 2014. Beginning of January 1, 2015 Updating to newer versions and/or technical support will require a Gold (\$300/year for email & fax) or Platinum (\$400/year for email, fax & phone) Subscription which will be annually and must be continuous. There is no change in the cost for existing Platinum or CITRIX USERS.

For EXISTING USERS who do not currently have Platinum or Citrix Support, the first annual Subscriptions will begin on January 1, 2015 and will extend through December 31, 2015. The Subscription will entitle the USER to all UPDATES during the year for the Professional or Deluxe Version as well as Gold or Platinum Technical Support. A USER with multiple Program Licenses needs only one Gold or Platinum Subscription for their Practice. You may go to www.hicsoap.com and purchase either Gold or Platinum Support by simply clicking on the ORDER NOW button.

For EXISTING USERS with Platinum or Citrix Support, the annual Subscription will commence on the current renewal date and for NEW USERS the date of the subscription will be the date they receive the UNLOCK KEY for the Program.

We sincerely hope that you appreciate our need to implement this change for our software after 25 years and know we will continue to provide the highest quality Program and Support.

Sincerely,

A handwritten signature in black ink that reads "Jack T. Holladay". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jack T. Holladay, MD, MSEE, FACS