



**Media Contact:**  
Kristina Gross  
[Kristina.gross@nationalvision.com](mailto:Kristina.gross@nationalvision.com)  
(470) 448-2355

**FOR IMMEDIATE RELEASE**

## **National Vision Announces Special Cash Bonus to Front-Line Associates and Doctors as Nation Continues to Navigate COVID-19**

**DULUTH, Ga. (July 16, 2020)** – National Vision Holdings, Inc. (NASDAQ: EYE) (“National Vision” or the “Company”), one of the nation’s largest optical retailers providing quality, affordable eye care and eyewear, today announced plans to grant a special cash bonus to front-line associates and doctors.

A one-time \$250 bonus will be given to all patient-facing and customer-facing associates and the Company’s network of doctors in recognition of their hard work and dedication toward safely serving patients and customers. Lab and distribution center associates who have been working under heightened safety requirements will also receive the bonus. The special bonus, which is the first in National Vision’s history, is in addition to the Company’s existing annual incentive plan.

“A tangible statement of appreciation and gratitude felt like a meaningful way to say ‘thank you’ to front-line associates and doctors for safely servicing our patients and customers,” said Reade Fahs, Chief Executive Officer at National Vision. “This surprise bonus recognizes the many stresses that come with assisting our patients and customers while simultaneously executing our many enhanced cleaning and safety protocols. In these challenging times, these front-line associates and doctors are real optical heroes, who are making a positive difference in the communities we serve.”

In addition to these bonuses to existing associates and doctors, the Company is also implementing a special sign-on bonus program. Fahs added, “With the state of the economy, our patients and customers seem to need us ever more these days and we want to ensure we are well staffed to meet the service levels they expect from us.”

“I hope and believe that we have an environment here at National Vision where folks understand how much their work is valued and appreciated – both internally and by our patients and customers,” Fahs said. “But with all that is going on, in our stores and the world in general, and the added burdens it is placing on so many – there is nothing like putting a little tangibility into the appreciation in the form of actual dollars. I have never felt so good about approving a multi-million dollar expenditure.”

**About National Vision Holdings, Inc.**

National Vision Holdings, Inc. (NASDAQ: EYE) is one of the largest optical retail companies in the United States with over 1,100 stores in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail brands: [America's Best Contacts & Eyeglasses](#), [Eyeglass World](#), [Vision Centers](#) inside select Walmart stores, and [Vista Optical](#)s inside Fred Meyer stores and on select military bases, and several e-commerce websites, offering a variety of products and services for customers' eye care needs. For more information, please visit [www.nationalvision.com](http://www.nationalvision.com).

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