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**FOR IMMEDIATE RELEASE**

**The NBA's ATLANTA HAWKS TEAM UP WITH  
WOOLFSON EYE INSTITUTE  
Pioneering Company Named Official LASIK Provider**

**Atlanta, GA, October 1, 2008** – Woolfson Eye Institute, the leading provider of LASIK and referral ophthalmic services in the Southeast, today announced that it has been named as the Official LASIK provider for the NBA's Atlanta Hawks. As the Official LASIK Provider for the Hawks, Woolfson Eye Institute (WEI) will launch several advertising and marketing campaigns to further establish its leading market position in the Southeast.

“Our primary goal has always been to provide patients with the best options and superior results for their refractive needs. Having an NBA team like the Atlanta Hawks ask us to be their provider of choice makes us all feel proud of the work we're doing,” said Dr. Jonathan Woolfson, founder and medical director of WEI.

As one of the first surgeons to perform LASIK in the country, Dr. Woolfson has personally performed over 65,000 LASIK procedures and he's one of the most well respected and recognized surgeons in the world. Currently, WEI has state-of-the-art centers across the Southeast in Tennessee, North Carolina, and South Carolina along with their headquarters in Atlanta, Georgia.

“We're excited to have Woolfson Eye Institute join us as a corporate partner, as our official LASIK provider,” said Hawks' Senior Vice President of Sales and Marketing Tracy White. “Woolfson has an excellent reputation in the Southeast as a leader in LASIK, and we feel our affiliation with them is a great fit, and will be mutually beneficial.”

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WEI has long been recognized as a leader in terms of technology, experience but more importantly results. It's not just their results for some marquee professional athletes, politicians and celebrities but those of eye doctors themselves, who more often than not opt to have their LASIK at WEI, that continues to draw the trust of new patients.

**About Woolfson Eye Institute**

Headquartered in Atlanta, GA, Woolfson Eye Institute (WEI) is the leading provider of LASIK and referral ophthalmic services in the Southeast. With state-of-the-art surgery centers in Georgia, North Carolina, South Carolina and Tennessee, WEI has long been the first choice for eye doctors from around the world when it comes to their own LASIK and that of their patients. For additional information please visit them online at [www.woolfsoneye.com](http://www.woolfsoneye.com) or call 1.866.527.3722.

**About the Atlanta Hawks**

Atlanta Hawks 2008-09 season tickets are on sale now and can be purchased by visiting [www.hawks.com](http://www.hawks.com) or calling 1-866-715-1500. The Hawks, a member of the National Basketball Association since 1949, play in the Southeast Division, along with the Charlotte Bobcats, Miami Heat, Orlando Magic and Washington Wizards.

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