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**ATLANTA FALCONS AND GEORGIA FORCE SIGNED  
WOOLFSON EYE INSTITUTE AS THEIR OFFICIAL LASIK PARTNER**  
**Appointment highlights Georgia company's presence  
in \$4 billion LASIK industry**

**Atlanta, GA, January 9, 2006** – Woolfson Eye Institute, the leading provider of LASIK and referral ophthalmic services in the Southeast, today announced that it has signed on as the Official LASIK partner for both the Atlanta Falcons and Georgia Force professional football teams. As the Official LASIK partner for the teams, Woolfson Eye Institute (WEI) will utilize their designation as the “Official LASIK Eye Provider of the Atlanta Falcons and Georgia Force” along with several marketing elements including co-branded retail promotions, features on atlantafalcons.com and georgiaforce.com, halftime sponsorships and in-dome direct response components to provide unique offers on the latest laser vision correction technology and procedures to Atlanta Falcons and Georgia Forces fans, players and staff.

“Signing on as the Official LASIK partner for the Falcons and the Force is a real milestone for us,” said Dr. Jonathan Woolfson, founder and medical director of WEI. “This is a business move that further demonstrates our presence and growth in the industry, as well as within the community at large.”

Among the first to perform LASIK in the nation, Dr. Woolfson continues to train other surgeons in the procedure, and has personally performed over 60,000 LASIK procedures – establishing him as one of the most well respected surgeons in the world. WEI has state-of-the-art centers in Georgia, Tennessee, North Carolina and South Carolina.

“We are thrilled to have Dr. Jonathan Woolfson and WEI as our Official LASIK partner,” said Dick Sullivan, Atlanta Falcons executive vice president of marketing and Georgia Force president. “Dr. Woolfson and his team have a reputation for excellence, particularly among professional athletes.

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LASIK has been gaining in popularity over the past several years among athletes and others whose professional careers depend on clear vision. WEI has long been a visionary leader in terms of technology and experience and continues to draw the trust of professional athletes, celebrities, and even other eye doctors who will only put their multimillion-dollar careers in the steady hands of Dr. Woolfson.

Jonathan Woolfson, M.D., founder and medical director of Woolfson Eye Institute, said, "We've found that athletes - professional and amateurs alike, busy professionals, new moms, college students all come to WEI for one purpose, seeking clear vision without the constant hassles that come with contacts and eyeglasses."

#### **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 Falcons**

Coming off a 2004 season that saw them reach the NFC Championship game, the Atlanta Falcons wrapped up their 2005 campaign with an 8-8 record and a third place finish in the NFC South. The Falcons led the NFL in rushing for the second consecutive season and will send six players to the 2006 Pro Bowl, including superstar quarterback Michael Vick, running back Warrick Dunn, and Second Team All-Pro Rod Coleman. For more information, call 770-965-3115 or visit [www.atlantafalcons.com](http://www.atlantafalcons.com).

#### **About the Georgia Force**

The National Conference and Southern Division Champion Georgia Force concluded the 2005 season an AFL best-tying 13-6 record, which included a perfect 10-0 home record at Philips Arena, and an appearance in ArenaBowl XIX. Georgia Force 2006 season ticket packages are on sale now and can be reserved for \$50. For more information, call 404-222-5777 or visit [www.georgiaforce.com](http://www.georgiaforce.com).

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