



Press Release
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Official launch of DrPatch, an innovative therapeutic eyepatch

Bromont, Quebec, September 30, 2009 – Lyse-Anne Roy, president and CEO of DrPatch (www.drpatch.ca), has officially launched the DrPatch eyepatch, designed for individuals requiring treatment for certain eye problems. Having originally invented DrPatch to help her son Zacharie, who was diagnosed with strabismus at the age of three, Ms. Roy, a graphic designer by trade, began marketing the innovative product a few months ago. Already it is helping people of all ages in some 10 countries around the world.

“When I learned that Zacharie would need to wear a therapeutic eyepatch, I started researching what the market offered, and I did not like what I found,” explains Ms. Roy. “They were cumbersome, unattractive and poorly adapted to a child’s day-to-day life. I didn’t want an eyepatch that drew attention to my son’s medical problem.”

DrPatch is a reusable, completely opaque, adhesive yet residue-free film designed for individuals who require corrective eye treatment through the occlusion of one eye. This adhesive patch is affixed directly on the eyeglass lens and is made to fit all types of glasses. The product was first created for children and offered in a variety of bright, playful designs; today a more understated version is also available for adults.

Ms. Roy has a deep understanding of the medical and psychological factors associated with the treatment. “I could see that DrPatch’s playful and aesthetic aspects as well as its comfort were not only allowing my son to become involved in and commit to his treatment, but that the patch also addressed his basic need for self-esteem,” she continues.

“We have been selling our product on the Internet for just a few months, and we are delighted by the positive feedback we’ve been receiving from parents, children, and above all, ophthalmologists and optometrists,” adds Ms. Roy. Indeed, eye care professionals such as Dr. Patrick Hamel, an ophthalmologist at Hôpital Sainte-Justine, and Dr. Jean-Pierre Lagacé, a Montreal optometrist, have both recognized the product’s qualities and effectiveness.

“Despite not having been advertised in any official way, our product is drawing attention in many countries and is addressing a genuine and important need,” concludes Ms. Roy.

All eyes on DrPatch at the 11th Québec Entrepreneurship Contest

In June 2009, the company won the Internet Strategy Award in the Business Creation category at the 11th Québec Entrepreneurship Contest. According to the contest organizers, *“the product developers conducted an exhaustive market analysis in their positioning of a highly original product. Their business plan is solid and realistic, the quality of their documentation is remarkable, and their efforts are an example of how to use the Internet intelligently.”*

October: Eye Health Month

Ms. Roy emphasizes that October is Eye Health Month in Canada. Some 2 to 3% of children in the country suffer from eye problems that require the occlusion of one eye. Each year in Canada, more than 100,000 children visit clinics that specialize in ophthalmology.

About DrPatch Inc.

A privately held company founded in 2008, DrPatch is positioning itself as the leader in the creation of illustrated, effective and comfortable eyepatches. Its founder is supported by a team of reputed illustrators and designers and has established partnerships with a number of eye doctors. The company's therapeutic eyepatch, which is patent-pending, fits all eyeglass styles and models. It is recommended by eye health specialists as part of the treatment regime for many eye problems.

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Photos and documentation available on the "Press Room" link at www.drpatch.ca.