



ALPHA EON®

ALPHA EON™ LAUNCHES STATE-OF-THE-ART INTERACTIVE PLATFORM IN OPHTHALMOLOGY *POWERED BY CONTENT FROM EYEMAGINATIONS*

April 23, 2014, Newport Beach, CA - ALPHA EON Corporation, a leader in lifestyle healthcare and wholly-owned subsidiary of Strathspey Crown Holdings LLC, announced today that it will launch TouchMD™, a premier ophthalmology practice development platform, this week at the annual American Society of Cataract and Refractive Surgery (ASCRS) meeting (held in Boston, MA). TouchMD is an interactive software platform that helps specialty physicians engage patients in the education process before, during and after the consultation. The software allows physicians and staff to be more effective and efficient while helping patients proceed with greater confidence in their treatment choice.

The launch of TouchMD in ophthalmology is the result of a partnership formed earlier this month between TouchMD and Eyemaginations™, Inc., the leading provider of patient education software in ophthalmology. The partnership will ensure that TouchMD users have access to the highest quality videos and largest library of content designed specifically for ophthalmology.

“TouchMD is a huge step forward in modernizing the patient education experience,” said ALPHA EON Chief Marketing Officer Shareef Mahdavi. “Just as Eyemaginations digitized patient education over a decade ago, this collaboration will take the patient experience to a new level, turning what was a passive encounter into active engagement.”

TouchMD Chief Executive Officer Kary Smith stated, “It’s exciting to bring Eyemaginations, the leader in patient education software, together with TouchMD, the state-of-the-art consultation and marketing software, so that ophthalmologists can run more profitable practices and have more satisfied patients. Together we offer proven technologies that will be a game changer in the specialty. Our combined solution will become the standard for patient communication within progressive practices.”

Eyemaginations is a healthcare media company with in-depth experience with animation, design and software, enabling it to create integrated systems that provide clear and concise education solutions for customers. With the TouchMD relationship, current Eyemaginations users will be able to upgrade their subscription to include the interactive capabilities TouchMD offers, enhancing the overall patient experience.

TouchMD is a premier practice development platform with compelling customer data showing increases in practice revenue and patient engagement. The platform is currently in use by more than 750 physicians in 10 countries and has been proven effective in helping practices better educate their patients on lifestyle healthcare procedures and treatments. Starting April 25, ALPHA EON will begin offering this unique platform to ophthalmologists.

About ALPHA EON Corporation

ALPHA EON Corporation is a lifestyle healthcare company committed to partnering with board-certified physicians to bring to market and develop highly innovative technologies and services that promote patient wellness, beauty and performance. Ensuring access to leading advancements in lifestyle healthcare, the company fosters deep relationships with leading specialty physicians so patients look their best, feel their best and know they are receiving the best in lifestyle healthcare. For more information, please visit www.alphaeon.com.

About Strathspey Crown

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. Strathspey Crown uniquely partners with board certified physician specialists to bring to market highly innovative technologies and services in the self-pay sector. The firm is founded in partnership with physician investors across three key medical specialties: plastic surgery, ophthalmology and dermatology. For more information visit www.strathspeycrown.com.

About TouchMD

TouchMD is a state-of-the-art system that enhances the relationship between doctor and patient. Currently offering product lines in Plastics, OBGYN, Dermatology, Orthopedics, and now Ophthalmology. TouchMD is a DBA of Fusion Global, which has been producing high quality interactive presentations for over ten years. TouchMD is patent pending. More information about TouchMD can be found at www.touchmd.com.

About Eyemaginations

Eyemaginations, Inc. is a healthcare media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-depth experience with animation, design and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a comprehensive solution for eyecare, ENT, audiology, facial aesthetics, and cardiology. For more information, visit Eyemaginations online at www.eyemaginations.com.

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