

DIFFERENT FRAMES OF MIND - MISSION STATEMENT:

Different Frames Of Mind views its mission as providing the best eyewear products available anywhere.

We view it in three parts:

A: OUR PATIENTS

At Different Frames Of Mind our first responsibility is to our patients, who use our products and services. We will maintain the highest level of quality- product and services with the latest in technology. We will do this while keeping our costs down through competent management and programs that will enable us to offer reasonable prices for above average quality and service.

Our second responsibility is to the recommending physicians and patients, we must provide the level of product and service that inspired the confidence to recommend Different Frames Of Mind. We are dedicated to a level of customer service that will build the foundation for this enterprise through nourishing "long term" relationships with our patients. Different Frames Of Mind believes that its commitment to the patient only begins with the dispensing of the Eye Glasses.

B: OUR EMPLOYEES

We are responsible to our employees. Everyone is an individual, respected and recognized with dignity. Our employees are free and encouraged to make suggestions and register complaints without fear of reprisals. Our employees are provided with job security and adequate compensation, and they have our commitment to provide competent management to insure our mutual success.

c: THE COMMUNITY

We are responsible to the community in which we live and work. We will endeavor to be good "Corporate Citizens" by supporting good works and charities and paying our fair share of taxes. We will encourage improvements through better health and education. We will maintain in good order our property and protect the environment and natural resources.

D: STOCKHOLDERS/OWNERS

We will strive to make a sound profit. We will experiment with new ideas through research and the development of innovative programs. We will maintain reserves for those periods that may require them.