



## Press Release

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July 7, 2008

**Maria Bernardo** has joined Trinity Eye Care as Managing Director of all practice and administrative operations, marketing and new business development, effective July 8, 2008.

Maria joins us from Wyeth Consumer Healthcare (Advil<sup>®</sup>, Centrum<sup>®</sup>, ChapStick<sup>®</sup>, etc.) of Madison, New Jersey, where she has served as a Business Development Manager for the Rite Aid and CVS drug accounts. In this role, she managed new & existing business for all categories including Analgesics, Nutritionals, Lip Care/GI Topicals and Upper Respiratory. Key responsibilities included marketing, distribution & promotional in-store strategies, new product launches and sales analytics. Prior to that, Maria was a Medical Sales Conventions Manager where she managed the Consumer Division's national trade show campaign, directly targeting Managed Care Specialists, Family Physicians, ObGyn and Allergists. Earlier in her career, Maria worked at GlobalSpec, Inc., an Internet Marketing firm in New York and Bender Eye Care, a private optometric practice with offices in Palm Harbor and Tampa, Florida.

In this new role, Maria will assist in the strategic development and growth of Trinity Eye Care, focusing on expansion efforts, new business development, marketing and community relations. Maria holds a Master of Business Administration in Marketing from Regis University and a Bachelor of Science from the State University of New York.

Reporting into Maria will be the Opticians and Patient Relations Specialist as she will be managing all personnel operations and business development of the practice.