



## **PRESS RELEASE**

### **NEW LOOK VISION GROUP INC. ANNOUNCES THE APPOINTMENT OF SENIOR VICE-PRESIDENT, OMNI CHANNEL**

**Montreal, Quebec, March 11<sup>th</sup>, 2019:** New Look Vision Group Inc. (TSX: BCI) (“New Look Vision”), today announced the appointment of Jean-Michel Maltais, MBA, as Senior Vice President Omni Channel, to take effect on March 11<sup>th</sup>, 2019.

Mr. Maltais is an international executive with over 20 years’ experience in multi-channel retail marketing and technologies, principally in the United Kingdom. A native of Quebec, he is a graduate of *Université Laval* (BEng Electrical Engineering, Electrical and Electronics Engineering) and Cranfield School of Management (MBA). He began his career at a major Canadian aerospace company.

Antoine Amiel, President and Chief Executive Officer of New Look Vision, stated that: “We welcome Jean-Michel to the senior management team. His experience and track record, as well as his international perspective, will greatly strengthen and enhance New Look Vision’s technological and marketing strategic outlook and execution abilities in the coming years.”

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*As of February 28<sup>th</sup>, 2019, New Look Vision had 15,578,304 Class A common shares issued and outstanding. New Look Vision is a leader in the eye care industry in Canada with a network of 373 stores operating mainly under the New Look Eyewear, Vogue Optical, Greiche & Scaff and Iris banners and laboratory facilities using state-of-the-art technologies.*

*For additional information please see our Web site [www.newlookvision.ca](http://www.newlookvision.ca). For enquiries, please contact Lise Melanson at (514) 877-4119.*