

**For Immediate Release
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OLA Launches New Website

Fairfax, VA – Optical Laboratories Association has launched a newly designed website, www.ola-labs.org. The site features an inviting new look and improved navigation. A new search engine allows users to scan the entire website in seconds for direct access to product information and resources. The “Best Practices Tool Box,” is a new feature which contains access to MSDS Online, HIPAA Manuals, and the Spectral Transmittance Manual. New products and services will be added to the “Tool Box” as they are developed. The OLA ONLINE link has expanded beyond placing orders online, and view/print/pay invoices, and now includes Meeting Registrations, Shared Lab Data, View Your Company’s Record, Look Up an OLA Member Company, or Look Up a Person in an OLA Member Company, and Surveys.

The OLA website includes information about THE OLA 2009 Annual Meeting and Convention, to be held December 4-5, 2009. Links to register online and make online hotel reservations are available. The new website provides a quick and convenient way for people to access needed information. People are always welcome to call the OLA office if they prefer – 800-477-5652.

Optical Laboratories Association (OLA) is an international business association founded in 1894 to serve the needs of the optical laboratory industry. OLA’s current members include 258 companies, representing 520 Rx manufacturing optical laboratories, and industry suppliers, in the U.S., Canada, and 8 other countries. OLA produces a variety of education and training materials for optical laboratories including technical, legal, and regulatory bulletins and manuals; and for eye care professionals, including the *Lens Menu*, the *Progressive Identifier*, the *Lens Center*, and the *Indispensable Dispensing GUIDE*. OLA sponsors an international conference and exposition - “THE OLA” - the premier annual event, exclusively for optical laboratories. For more information contact OLA at 1-800-477-5652 or +1-703-359-2830, fax +1-703-359-2834, email: ola@ola-labs.org, or visit the OLA website: www.ola-labs.org.

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