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**ATLANTA ENTREPRENEUR LAUNCHES SOLOHEALTH™,  
AN EARLY-STAGE HI-TECH CONSUMER HEALTH SERVICES COMPANY**

*EyeSite™, a new self-directed, consumer vision-test kiosk will be the premiere product*

ATLANTA, GA, OCTOBER 29, 2007—Statistics show that most people visit their dentist three to four times more often than their eye care professional, putting their vision and their eye health at risk. Atlanta entrepreneur Bart Foster is hoping to change all that.

Foster has launched SoloHealth, an early stage company positioned to capitalize on the growing consumer preference for self-directed health care service. The Atlanta-based company's inaugural product is EyeSite™, a vision-screening kiosk that allows consumers to quickly and efficiently check their own vision without assistance. Located in high traffic, retail establishments such as malls, drugstores and health clubs, the kiosk will provide a customized vision report and direct each person to see an eye doctor.

"Since vision deteriorates differently for each individual, people may not realize they could benefit from vision correction and the importance of regular exams," said Foster. "On average, people see their dentists once or twice a year, but only see their eye care professionals every 36-48 months. As people get older they could have any number of eye health problems including glaucoma, macular degeneration or cataracts and not even know it, because there is no pain associated with most eye disease.

"EyeSite provides a customized report of a person's test results and directs them to see an eye care professional in their area." Foster said the concept is similar to blood pressure machines found in drugstores, noting that EyeSite is high-tech and interactive.

"I am impressed with Bart's knowledge of this market space, his intelligence, entrepreneurship, spirit and enthusiasm," said William Longley, CEO of Scientific Intake, as well as board advisor and shareholder of SoloHealth. Longley founded and built Health Monitor Network, America's largest in-pharmacy consumer health screening

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## Page 2—Atlanta Entrepreneur Launches SoloHealth

system (blood-pressure machines) with more than 15,000 sponsored high-traffic locations nationwide.

Foster first conceived the idea for EyeSite and SoloHealth while at Duluth-based CIBA Vision, the eye care unit of Novartis. He received the company's Entrepreneurial Spirit Award for his efforts.

"Bart has created a great idea and is a strong champion who can take this innovative concept to the next level," said Michael Kehoe, CEO of CIBA Vision.

Foster spent six-and-a-half years at CIBA Vision where he most recently served as national account director for North America. He also held a number of other leadership roles within the company in sales, marketing and management both in the U.S. and in Europe.

SoloHealth was recently selected as one of 15 technology companies to participate in Georgia Tech's Advanced Technology Development Center (ATDC) CapVenture Program, a comprehensive fundraising boot camp to equip CEOs with business and funding strategy. Only 15 of 100 companies were chosen to participate. Foster is also a member of the Technology Association of Georgia.

Foster serves on Prevent Blindness Georgia's Board of Directors, where he leads the strategic marketing committee. He is a graduate of the University of Florida with a degree in marketing and he holds an MBA in global management. Foster resides in Suwanee with his wife and two children.

### **About SoloHealth**

SoloHealth is an early stage company positioned to capitalize on the growing consumer preference for self-directed healthcare services. For more information about SoloHealth, please visit [www.solo-health.com](http://www.solo-health.com).

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