

For Immediate Release

UNILENS LAUNCHES C-VUE ADVANCED® HYDRAVUE™ FAMILY OF SILICONE HYDROGEL CUSTOM CONTACT LENSES

NEW PRODUCT LINE INCORPORATES SPECIALTY LENS TECHNOLOGY IN A CUSTOM SILICONE HYDROGEL FOR MONTHLY REPLACEMENT

LARGO, Florida (January 18, 2011) – Unilens Vision Inc. (OTC Bulletin Board: UVIC; TSX Venture Exchange: UVI), which develops, licenses, manufactures, distributes and markets specialty contact lenses, today announced the launch of its new C-VUE Advanced® HydraVUE™ line of silicone hydrogel custom contact lenses for monthly replacement. The new family of products incorporates highly developed lens design technology, including Unilens' world-class patented Toric Multifocal and Multifocal designs and made-to-order Custom Toric and Single Vision options. The science behind the C-VUE Advanced® HydraVUE™ presbyopic lens technology is so sophisticated that it allows the eye care professional to specify the exact ADD power (for near vision) and zone size, resulting in greater patient satisfaction.

All four monthly replacement lens options, which will be sold exclusively to independent eye care professionals, are completely customizable, will feature a risk-free trial program, advanced silicone hydrogel material, and exceptional deliverability.

“As the growth rate of the presbyopic population continues to exceed that of America's population as a whole, the new HydraVUE product offerings and risk-free trial program will provide independent practitioners with additional specialty contact lens options that contribute to patient retention and practice profitability,” noted Michael Pecora, Chief Executive Officer of Unilens Vision Inc. “The launch of our all-new CVUE Advanced® HydraVUE™ family of customized silicone hydrogel products continues our time-honored tradition of providing outstanding specialty lens technology exclusively to licensed optical professionals.”

The new C-VUE Advanced® HydraVUE™ featuring silicone hydrogel lens material is the result of a partnership between Unilens and Contamac the manufacturer of the new Definitive™ silicone hydrogel material. The Definitive material provides a high water content of 74%, Dk (oxygen permeability) of 60 Barrers, and low modulus, which ultimately results in excellent comfort for the contact lens wearer.

About Unilens Vision Inc. – “The Independent Eye Care Professionals’ Contact Lens Company”

Established in 1989 and headquartered in Largo, Florida, Unilens Vision Inc., through its wholly owned subsidiaries, develops, licenses, manufactures, distributes and markets contact lenses primarily under the C-Vue® brand directly to Independent Eye Care Professionals. Additional information on the Company may be accessed on the Internet at www.unilens.com. The Company's common stock is listed on the OTC Bulletin Board under the symbol “UVIC” and on the Canadian TSX Venture Exchange under the symbol “UVI”.

The information contained in this news release, other than historical information, consists of forward-looking statements that involve risks and uncertainties that could cause actual results to

differ materially from those described in such statements. For a discussion of certain factors that could cause actual results to differ materially from those described in the forward-looking statements, please refer to the Company's most recent filings with the SEC and the TSX Venture Exchange. The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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