

FOR IMMEDIATE RELEASE

UNILENS PARTNERS WITH VISIONWEB OFFERING INDEPENDENT EYE CARE PROFESSIONALS ACCESS TO THE C-VUE DISPOSABLE BRANDS ON THE VISIONWEB PORTAL

LARGO, Florida (May 12, 2011) – Unilens Vision Inc. (OTCBB: UVIC) (OTCQB: UVIC) (TSX Venture Exchange: UVI), which develops, licenses, manufactures, distributes and markets specialty contact lenses, today announced that it has joined the VisionWeb network of suppliers. VisionWeb is the premier provider of technology services to the optical industry. This strategic partnership will give independent eye care professionals the ability to browse, place and track C-Vue disposable contact lens orders from Unilens Vision online through the VisionWeb portal.

Unilens, known as the Independent Eye Care Professional's Specialty Contact Lens Company, brings a rich portfolio of specialty lens options to the VisionWeb network that will contribute to the practice profitability and patient retention of its independent practitioner members. VisionWeb members will now be able to order C-Vue disposable contact lenses along with thousands of other ophthalmic products from one convenient, online location at www.visionweb.com.

VisionWeb users have the ability to view C-Vue brand lens options, choose shipping methods, and track order status, which will provide for the efficiency and convenience of online ordering. Members can also choose to have their lenses shipped directly to their practice location, or to have them drop-shipped from the Unilens distribution center and sent to a patient address. Orders placed to Unilens through VisionWeb will provide users with order status information, online in real-time.

"We are very excited to announce our new connection with Unilens, and to continue growing our contact lens supplier portfolio," said Tom Loveless, Vice President of Business Development and CFO for VisionWeb. "This allows more customers to order more of their products in one place, increasing the value of VisionWeb for our customers. We see this as an important addition to the VisionWeb network that will support our efforts of providing the most expansive and robust portal in the market."

"At Unilens, we have a longstanding commitment to supporting the growth and strength of high quality independent optometry," stated Kelly McKnight, Vice President of Sales and Marketing for Unilens Vision Inc. "We believe this partnership, along with our recent launch of the C-Vue HydraVUE family of custom silicone hydrogel lenses, continues to illustrate Unilens' commitment to independent eye care professionals throughout the U.S. by providing outstanding specialty lens technology coupled with the convenience of VisionWeb's online portal."

Ordering on VisionWeb is free for eye care providers. VisionWeb members can add Unilens' C-Vue brands to their Supplier Accounts and begin ordering today. For more information, or for help with VisionWeb ordering, please contact VisionWeb Customer Service at (800) 874-6601 or email customerservice@visionweb.com.

About VisionWeb

VisionWeb provides technology solutions for streamlining and simplifying the processes of a variety of businesses in the field of eye care. VisionWeb offers online insurance transaction processing and online ordering and tracking, and additional services for eyecare providers, ophthalmic product

manufacturers, distributors, laboratories, and payers. More information can be found online at www.visionweb.com.

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

Established in 1989, Unilens Vision Inc., through its wholly owned subsidiary Unilens Corp., USA, located in Largo, Florida and its wholly owned subsidiary Unilens Vision Sciences Inc. 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 OTC Bulletin Board and OTCQB exchanges under the symbol “UVIC” as well as 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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