

UNILENS EXPANDS DISTRIBUTION OF ADVANCED C-VUE® HYDRAVUE™ SILICONE HYDROGEL CUSTOM LENSES TO EUROPE, APPOINTING NO.7 CONTACT LENS AS EXCLUSIVE UK DISTRIBUTOR

Largo, FL and East Sussex, UK (November 16, 2011) Unilens Vision Inc. (OTC Markets Group OTCQB: UVIC) (TSX Venture Exchange: UVI) and No. 7 Contact Lens Laboratory Ltd. announced today that No. 7 has been named the exclusive distributor in the United Kingdom for the Unilens' C-Vue Advanced® HydraVUE™ family of custom silicone hydrogel contact lenses. No. 7 will also serve as a C-Vue Advanced HydraVUE distributor throughout the European Union Countries.

“We are excited about our new partnership with No. 7 Contact Lens Laboratory,” stated Michael Pecora, President and CEO of Unilens Vision Inc. “The relationship will allow for our new C-Vue Advanced® HydraVUE™ family of custom silicone hydrogel lenses to be aggressively marketed throughout the United Kingdom and Europe, offering eye-care professionals advanced custom contact lens technology to serve the ever expanding global specialty and presbyopic marketplace”.

Ashley Pepper, MD, No7 added ‘Our mutual aim is to offer eye care professionals solution specific packages. We have long recognized that the specialist market is both a way of increasing revenues for Independent practitioners, as well as driving practice differentiation and patient retention. As with all our products, the HydraVUE™ custom contact lenses range will be fully supported educationally, increasing practitioner knowledge through a series of educational days, fitting workshops as well as webinars and podium presentations’.

The new family of C-Vue Advanced® HydraVUE™ custom contact lenses 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 lens options are completely customizable, will be sold exclusively to independent eye care professionals, featuring a risk-free trial program, advanced silicone hydrogel material, and exceptional deliverability. C-VUE Advanced® HydraVUE™ silicone hydrogel lens material is the result of a partnership between Unilens and the new Definitive™ silicone hydrogel material manufactured by Contamac.

About No. 7 Contact Lens Laboratory Ltd.

Established in 1978, No7 Contact Lens Laboratory is a privately owned manufacturing company, based in Hastings, UK. The company develops, licenses, manufactures, distributes and markets contact lenses primarily under the No7® Contact Lens brand directly to Independent Eye Care Professionals and via a distributor network throughout the European Union Countries.

Additional information on the Company may be accessed on the Internet at www.no7contactlenses.com

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

Established in 1989, Unilens Vision Inc., a Delaware corporation, 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 the OTC Markets Group (OTCQB) exchange 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 risk 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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