

**OFFICIAL RULES
LECC "WIN A LASIK PROCEDURE" PROMOTION**

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Sponsor: LASER EYE CARE OF CALIFORNIA, LLC d/b/a TLC La Jolla, 3501 Jamboree Road, Suite 1100, Newport Beach, California 92660 ("LECC"). LECC operates laser vision correction centers throughout Southern California.

2. Promotion Period: The Promotion begins on September 21, 2009, at 5:00 p.m. Pacific Standard Time ("PST") and ends on December 18th, 2009 at 11:59 p.m. PST (the "Promotion Period").

3. Prize: One Bi-lateral LASIK procedure with an Approximate Retail Value of \$6000 (the "Prize") during the Promotion Period. The odds of winning depend on the number of eligible entries received. Sponsor reserves the right, in its sole discretion, to substitute a comparable service in the event the Prize is unavailable.

4. Eligibility: The LECC "Win a LASIK Procedure" Promotion (the "Promotion") is sponsored by Laser Eye Care of California, LLC ("Sponsor") and is open only to legal residents of the United States who (i) have submitted a valid entry during the Promotion Period, (ii) were at least eighteen (18) years of age at the time of such entry, and (iii) have not previously underwent laser vision correction. **NOTE: The winner will be required to complete an examination with an LECC affiliated surgeon to determine if the individual is a candidate for LASIK surgery. The surgeon will make this determination based on his/her examination of the individual, the individual's medical history, and the surgeon's medical judgment. LECC has no discretion, control or influence with respect to this determination.** Employees of Sponsor, its affiliates, divisions, subsidiaries, advertising/ promotion agencies, or any third party associated with the development or administration of this Promotion, and members of such employee's household and/or immediate family (i.e., parents, children, siblings, spouse and persons residing in the same household as such immediate family members) are not eligible for this Promotion. LECC, its affiliates and their respective employees, shareholders, directors, and agents are also ineligible participants. Winning the Prize is contingent upon fulfilling all requirements set forth herein. The Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (including his/her Social Security Number for tax purposes). Failure to sign and return these and other such requested documents by the return date specified in the Prize notification letter will result in forfeiture of the Prize. The winner will also be required to complete an IRS Form W-9, and will be issued an IRS Form 1099 in the amount of the Approximate Retail Value of the Prize.

5. How to Enter: (i) send an electronic text message with the text "TLC and a specific number to 25827. You will receive a reply asking you to confirm your entry. By confirming your entry, you give LECC permission to contact you to offer information about its services and a free consultation. (ii) Alternatively, submit your business card or a completed entry form at a participating location. By submitting your entry form, you give LECC permission to contact you to offer information about its services and a free consultation. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned.