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• PUBLIC RELATIONS •



DR. EMIL CHYNN FEATURED ON FOX NEWS (WNYW-TV) Park Avenue Laser Vision Center recognized for creative Internet marketing

New York, NY – July 2, 2008....Dr. Emil Chynn of the Park Avenue Laser Vision (PALV) Center recently appeared on Fox Weekend News on Saturday, June 28, 2008, as a featured guest to discuss the issue of offering his patients discounts for posting videos of their laser surgeries on the popular video sharing site, Youtube. Dr. Chynn explains on the segment that he uses this promotional technique as a way to reach people in their 20s, 30s, and 40s who frequently use the Internet and may be interested in laser vision surgery.

Dr. Chynn, who heads the Park Avenue Laser Vision Center in Manhattan, currently offers any of his patients who undergo the laser vision correction surgery at his Center a small discount off the procedure if they post a video of their surgery on YouTube as a way of endorsing PALV. When questioned on Fox News (WNYW-TV) last Saturday if this practice was at all unethical, Dr. Chynn explained that it was simply a way for the younger Internet-savvy generation to share their surgery experience with their friends and also a way to educate that demographic about the difference between LASIK (cutting) and LASEK (no-cut, no-flap) vision correction and perhaps remove any trepidation they may have towards the surgery.

“We only give them a \$100 gift certificate to compensate them for their time if they *choose* to do this after the surgery,” Dr. Chynn explained on Fox News. “Probably only about 5% of our patients actually take the time to do it. So you see it’s not really a conflict of interest, otherwise we would have 90% of the people doing it.” The Fox News segment can be viewed on YouTube at <http://www.youtube.com/watch?v=VilFdueyRfU>.

Dr. Chynn, who has been successfully performing laser vision correction surgeries for over a decade, is getting more attention with his “eye-popping” marketing tactics. In a *New York Times* article published 26 June 2008, PALV was also featured for its unique patient endorsement campaign on YouTube.

Dr. Chynn, who holds an MD from Columbia University and an MBA from NYU, has performed over 11,000 laser surgeries without a single lawsuit. He was also the first eye surgeon in New York City to receive the LASIK surgery himself and to perform the most advanced laser vision correction procedure, CustomVue WaveFront MonoVision (just approved by the FDA in March 2008.)

Dr. Chynn also entices new patients by holding bi-monthly free seminars that are open-to-the-public and allows people to stand next to him in the procedure room to observe as he performs a surgery. In addition, the PALV has launched their new website that includes a simulator that enables viewers to experience a simulation of a laser vision correction procedure.

To attend a free surgery seminar, call (888) I-WANT-2020 (888-492-6820), or (212) 741-8628 (M-F, from 10-6) to reserve a seat. Upcoming seminars will be held on 7/9, 7/23, 8/6, and 8/15 at 5 – 6:30pm at Park Avenue Laser Vision, located at **102 E. 25th St. (at Park Avenue South), New York, NY 10010.**
www.ParkAvenueLaser.com

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