



AMERICAN ACADEMY
of OPTOMETRY

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January 14, 2010

Joseph Lovett
President
Lovett Productions, Inc.
17 Van Dam Street, Ground Floor
New York, NY 10013

Dear Mr. Lovett:

On behalf of the American Academy of Optometry I want to commend you on the creation and production of your film documentary, "Going Blind."

The greatest fear our patients express to us is that of losing their vision. Being born without sight is certainly tragic for the parents and loved ones of the child afflicted, but the ability of those individuals afflicted to adapt to their environment is phenomenal. That is certainly not the case for those individuals who have experienced the world sighted. Due to one of the several conditions you have so sensitively portrayed in your movie, losing that sight is usually very depressing and an agonizing adaptation. Your warm and uplifting story-telling reveals the varying shades of gray that so many of these conditions create, and exposing your audience to examples of so many positive human beings living with one of these conditions will go a long way towards relieving the angst of so many who are facing one of these thieves of vision.

The Academy is grateful to you for revealing the benefits of low vision rehabilitation, and it is our hope that those who watch your movie will seek the expertise of an optometrist who specializes in this field either for themselves or a loved one struggling with the acts of daily living associated with diseases like those you have profiled. It would be very gratifying to our organization if as a result of your project more folks who sit silently suffering with low vision would ask their optometrist if they can help them with low vision services or refer them to a practitioner who does. The Academy is proud to inform you that our organization has a Section devoted to this specialty, and those optometrists who earn the distinction of Diplomate in Low Vision are among the world's leading authorities on this subject. A list of those Diplomates is available on the Academy website (www.aaoptom.org) by accessing the member directory and searching by Low Vision Section.

The American Academy of Optometry wishes you the best in your endeavors to bring your creation to a national television audience. We applaud your efforts, as the education your movie provides to the public is consistent with the mission of life-long learning we provide to our members. We hope you are imminently successful with your project, and would ask that if it becomes a financial success as well that you might consider a contribution to the American Optometric Foundation. The Foundation is committed to the support of research in almost every disease mentioned in your documentary and by directing a contribution to the Optometric Glaucoma Society's Ezell Fellowship, funding will be made available to an outstanding young researcher in the field of glaucoma whose passion in life is to find a way to defeat the ravaging effects on vision caused by this disease.

Thank you for bringing your film-making talent to this project and for allowing us the opportunity to preview "Going Blind."

A handwritten signature in black ink, reading "Mark W. Eger, O.D., F.A.A.O." in a cursive style.

Mark W. Eger, O.D., F.A.A.O.
President
American Academy of Optometry
2009-2010

Cc: Dr. Murray Fingeret
Dr. John Flanagan