



## VisionDirect.com Offers Contact Lens Customers a New Way to Pay

### --Auto Reorder Provides Convenient Automatic Way to Spread Payments and Deliveries

BELLEVUE, Wash., June 9, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Vision Direct, Inc., a leading online retailer of [contact lenses](#) and a wholly-owned subsidiary of [drugstore.com](#), inc. (Nasdaq: DSCM), today announced Auto Reorder, a convenient way for customers to set up smaller automatic payments with more frequent deliveries. Customers usually order and pay for a supply of contact lenses that lasts six months to a year. With Auto Reorder, customers can choose to automatically spread their payments and deliveries. For example, if a customer prefers to pay monthly, they can set up Auto Reorder to have their contacts automatically shipped every month, and pay only when the order ships. The customer will be charged for one month at a time, rather than being charged for a larger order.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090609/SF25596LOGO>)

"We want to help our customers maintain healthy vision during these economically challenging times, and we know that for many it's much easier to pay in smaller installments more frequently," said Stan Pavlovsky, Vice President of Vision Direct. "Vision Direct started offering this convenient payment option recently and as customers come to the site to take advantage of our low prices, many are choosing pay-as-you-go."

[Vision Direct](#) is focused on delivering savings, convenience, and value to customers while supporting their needs for healthy vision. The new Auto Reorder feature is a timely addition to customer value programs for contact lenses.

- PAY-AS-YOU-GO. With Auto Reorder, customers can choose to spread their payments and deliveries throughout the year, paying only when contacts are delivered.
- LOW PRICE GUARANTEE - The Vision Direct 105% price guarantee program matches any legitimate online competitor's standard price PLUS an additional 5% of the difference.
- EARN 5% CASH BACK -Vision Direct customers earn 5% cash back on eligible purchases made during a calendar quarter (every three months). Customers then have the following month to spend their "drugstore.com dollars(TM)" on VisionDirect.com or on its sister sites: drugstore.com and Beauty.com.
- EASY TO ORDER ONLINE - Vision Direct makes ordering contact lenses easy by handling the paperwork and prescription validation. Customers need a current prescription and the name of their eye doctor to fill out a form online. Vision Direct customer service representatives will follow-up with the doctor to confirm the prescription before shipping the contact lenses.
- AROUND THE CLOCK CUSTOMER SERVICE - Available 24/7 by phone or email. Customers can sign up for email reminders to conveniently reorder or call customer service at 1-800-VisionDirect (1-800-847-4663).

About Vision Direct, Inc.

Vision Direct, Inc. is a leading online retailer of contact lenses in the United States and a wholly-owned subsidiary of drugstore.com, inc. (Nasdaq: DSCM). At [www.visiondirect.com](#) customers may choose from a complete line of contact lens products from leading manufacturers, custom lenses and eye care essentials with guaranteed low prices.

About drugstore.com, inc.

drugstore.com, inc. (Nasdaq: DSCM) is a leading online retailer of health, beauty, vision and pharmacy products. Our portfolio of brands include: drugstore.com(TM), Beauty.com(TM) and VisionDirect.com(TM). All are accessible from

<http://www.drugstore.com> and provide a convenient, private, and informative shopping experience while offering a wide assortment of more than 45,000 products at competitive prices.

The drugstore.com pharmacy is certified by the National Association of Boards of Pharmacy (NABP) as a Verified Internet Pharmacy Practice Site (VIPPS) and operates in compliance with federal and state laws and regulations in the United States.

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