

## Coastal Contacts Announces Resignation of Daniel Muhlbach From Board of Directors

VANCOUVER, British Columbia, July 7, 2010 (GLOBE NEWSWIRE) -- [Coastal Contacts Inc.](#) (the "Company" or "Coastal") reports today that Mr. Daniel Muhlbach, has resigned from the Company's Board of Directors.

On March 30, 2010, Coastal reported that it had terminated the services of Mr. Muhlbach, formerly the Chief Executive Officer of its wholly owned subsidiary, Lenslogistics AB (Lensway).

On May 18, 2010, the Company reported that it had commenced legal action against Mr. Muhlbach alleging, among other things, breach of fiduciary duties and failure to act honestly and in good faith with a view to the best interests of Coastal.

On June 29, 2010, Coastal reported that it had obtained court injunctions in Sweden and Canada against Mr. Muhlbach.

Mr. Roger Hardy, Coastal's President and Chief Executive Officer commented, "With the resignation of Mr. Muhlbach, we intend to fill the board vacancy in the near future with a qualified candidate. The entire team at Coastal is focused on growing the business for the benefit of all shareholders."

### About Coastal Contacts:

Coastal Contacts Inc. is the world's leading direct-to-consumer vision products company which designs, produces and distributes a diversified offering of contact lenses and eyeglasses. Coastal's unique combination of branded and private label products represent quality, value and above all, service. Coastal sells into more than 150 countries through proprietary web properties which reflect the culture and consumer preference of the target market. As markets for eyeglasses and contact lenses evolve, Coastal is positioned to become the vision product consumer's retailer of choice owing to its compelling value proposition combining value and service. A leader in many of its markets, Coastal is rapidly advancing toward its goal of becoming the "World's Optical Store".

### Forward Looking Statements

All statements made in this news release, other than statements of historical fact, are forward-looking statements. The words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect", "goal", "target", "should," "likely," "potential," "continue," "project," "forecast," "prospects," and similar expressions typically are used to identify forward-looking statements.

Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about our business and the industry and markets in which we operate. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict.

Persons reading this news release are cautioned that forward-looking statements or information are only predictions, and that our actual future results or performance may be materially different due to a number of factors. Reference should also be made to the section entitled "Risk Factors" contained in our most recently filed Annual Information Form dated January 29, 2010 and in the NASDAQ OMX Stockholm listing prospectus dated October 14, 2009, as filed on Sedar and with the Swedish Financial Supervisory Authority, for a detailed description of the risks and uncertainties relating to our business. These risks, as well as others, could cause actual results and events to vary significantly. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. These forward-looking statements are made as of the date of this news release and we expressly disclaim any intent or obligation to update these forward-looking statements, unless we specifically state otherwise and except as required by applicable law.

CONTACT: Coastal Contacts Inc.  
Terry Vanderkruyk, Vice President, Corporate Development  
604.676.4498  
terryv@coastalcontacts.com