

Coastal.com Wins Gold Medal Marketing Award From The Hub Magazine

VANCOUVER, British Columbia, Oct. 18, 2012 (GLOBE NEWSWIRE) -- Coastal Contacts Inc. (TSX:COA) (Stockholm:COA.ST) ("Coastal.com" or "Coastal"), one of the largest online retailers of [eyeglasses](#) and contact lenses, has been awarded a gold medal in the 2nd Annual Hub Prize Competition, honoring excellence in the retail experience.

The Hub Magazine is an industry leading marketing journal recognized for identifying and analyzing innovative marketing strategies and trends. With a panel of 30 diverse judges ranging from academics to veterans of major retail brands, The Hub Prize Competition awarded Coastal.com a gold medal for its First Pair Free eyeglasses promotion.

"We believe that receiving this award is a strong endorsement of Coastal's ability to develop and execute a disruptive marketing strategy in the large and fragmented eyeglasses category," commented Roger Hardy, Coastal.com's founder and CEO. "Other nominees were companies like McDonald's, Safeway, Duane Reade, Pepsi/7-Eleven, Staples and Whole Foods, many of whom are represented by large advertising agencies. Our First Pair Free program was developed in-house and implemented by our world class marketing team."

With Coastal.com's customer-driven focus, the company was recognized specifically for establishing a no-risk business model through its First Pair Free campaign – a program that *The Hub Magazine* dubbed as "a bold move with very impressive results."

Coastal.com believes customers will be delighted with their entire experience, especially given the first pair of prescription glasses purchased are free. To further convince consumers to make their eyewear purchases on the web, Coastal.com promises to also include virtual try on, free return shipping, and a 366 day return policy – because 365 days just isn't enough.

Aaron Magness, Coastal.com's VP of Marketing, commented: "We believe that as a result of the First Pair Free program, we have seen an uptick in new customer acquisition around the globe. Even more exciting is the fact that over 70% of new customers surveyed said they would be purchasing again from Coastal within the next six months."

Coastal.com is the first online eyewear company to receive a Hub Prize.

About Coastal Contacts Inc.

Coastal Contacts strives to empower customers to easily browse, try on and buy eyewear, with the goal of saving time, money and sanity. With every pair of qualifying frames purchased, Coastal Contacts donates a pair to someone in need through its Change the View project. Founded in 2000, Coastal Contacts designs, produces and distributes among the one of the largest selection of eyeglasses and contact lenses on the Internet,

including a unique combination of designer eyeglasses, contact lenses, sunglasses, and vision care accessories. Coastal Contacts serves customers in more than 150 countries through the Coastal Contacts family of websites including: Coastal.com, ClearlyContacts.ca, Lensway.com, Lensway.co.uk, Lensway.se, Lensway.com.br, ClearlyContacts.com.au, ClearlyContacts.co.nz, Contactsan.com, and Coastallens.com.

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 December 14, 2011 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: Terry Vanderkruyk
Vice President, Corporate Development
Coastal Contacts Inc.
604.676.4498
terryv@coastal.com

or

Liolios Group Inc.
Scott Liolios or Cody Slach
Tel 949.574.3860
COA@liolios.com