



CONTACT: Meyers Block
T.Vanderbilt
(404) 622-7533
meyers@tvanderbilt.com

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ATLANTA FALCONS DEFENSIVE END KROY BIERMANN CHOOSES WOOLFSON LASIK

Atlanta, GA, June 20, 2010 – Woolfson Eye Institute (WEI) announced today that Atlanta Falcons Defensive End Kroy Biermann chose Dr. Jonathan Woolfson to improve his vision on and off the field. Woolfson drew on his years of experience having completed over 70,000 LASIK procedures, including those of fellow eye doctors and numerous professional athletes, to design a Custom LASIK procedure that would accommodate Biermann’s unique vision needs.

Biermann has long suffered from a severe astigmatism and has been unsatisfied with the correction contact lenses provided. His desire to improve his performance, especially his peripheral vision, on the field as well as eliminate the need to wear contacts during the game lead him to decide that LASIK was the perfect solution.

“I’ve worn contacts ever since I was in high school and they never really fit right,” said Biermann. “Several of my teammates have undergone LASIK with Dr. Woolfson, and they couldn’t say enough good things about him, the procedure, and how great their vision is since they had it. I decided now was the perfect time for me to capture those advantages for my own game.”

Seconds after Biermann’s procedure was completed, he sat up in amazement. He not only read the time on the clock across the room, but he was also able to clearly see the faces of the medical staff, something he would not have been able to do without his contacts.

“Kroy was a perfect candidate for LASIK, and I was honored when he called and asked if I would perform his surgery,” said Jonathan Woolfson, MD. “He has a great career ahead of him in the NFL, and all of us at WEI are excited that we get to be a part of that in some way.”

Biermann will join Atlanta Falcons Roddy White, Curtis Lofton, and Ovie Mughelli as spokespersons for the company and will appear in their upcoming advertising and marketing campaign.

About Woolfson Eye Institute

Headquartered in Atlanta, GA, Woolfson Eye Institute (WEI) is the leading provider of LASIK, cataract surgery, referral ophthalmic services and oculoplastic surgery in the Southeast. Woolfson Eye Institute is the *Official LASIK Provider* to the NFL’s Atlanta Falcons and NBA’s Atlanta Hawks. Headquartered in Atlanta, GA, the company has state-of-the-art surgery centers in Georgia, North Carolina, South Carolina, and Tennessee along with a fully accredited Ambulatory Surgery Center in Atlanta, GA. For additional information visit www.woolfsoneye.com or call 1.866.527.3722.

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