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FOR IMMEDIATE RELEASE

Ocular Launches Chinese Version of Corporate Website

Translated website will provide additional lines of communication to current and future customers

DALLAS (January 10, 2012) – Ocular LCD, Inc., a leading supplier of touch panels and display products to the embedded technology industry, today announced the launch of a Chinese version of their corporate website. This new site will extend communication and knowledge to those that prefer to review websites in Chinese as well as create more opportunities for Ocular to expand their business.

With the ability to serve clients globally, Ocular believes this new website will provide additional lines of communication with current customers in Asia. Adding a translated website will also open doors for additional business opportunities and expand awareness of the Ocular brand.

“Our factories are located in China and we also have many customers that are located in the Asia region,” said Paul Massey, Senior Vice President of Marketing and Sales. “We believe the Chinese version of our corporate website will be a convenience to our current customers and enhance the effectiveness of our communications regarding our company and products to potential customers.”

The new website has been translated to simplified Chinese and will be updated simultaneously with the English version of the corporate website. To visit the Chinese version of Ocular’s website, please visit: www.ocularlcd.com/cn.

About Ocular

Ocular LCD, Inc., headquartered in Dallas, Texas, is a leading supplier of industrial touch panels and display products to the embedded technology industry. Ocular’s innovative technologies enable equipment manufacturers to quickly bring to market product solutions with leading-edge, touch-enabled display capabilities. In addition to products, Ocular’s extensive knowledge and 25 years of experience allow the team to work closely with manufacturers to design display capabilities that meet the unique requirements of their applications, including the demands of extreme environments. Ocular’s product realization services can combine customized displays and true multi-touch products into a fully integrated and tested turnkey product. To learn more about Ocular, please visit www.Ocularlcd.com.

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