



NEW LOOK VISION GROUP INC. TO HOLD SECOND QUARTER 2016 RESULTS CONFERENCE CALL

Montréal, Québec, August 2nd, 2016 - New Look Vision Group Inc. (TSX: BCI) ("New Look") announced today that it will present its second quarter results for 2016 during a conference call on Monday, August 8th, 2016 at 1:00 p.m. EST for the financial community. The financial results will be made public in a press release that will be issued on the newswire prior to the conference call. The Press Release and the Management's Discussion & Analysis will be posted SEDAR (www.sedar.com) and also on its own website www.newlookvision.ca.

Financial analysts and investors are invited to attend this conference call:

CONFERENCE CALL

Time and date: Monday, August 2nd at 1:00 p.m. EST
Dial-in number: 1-877-223-4471 (toll-free)
1-647-788-4922 (long-distance/international)

Media and other interested individuals are invited to listen to the full replay:

CONFERENCE RECORDING PLAYBACK

Availability dates August 2nd, 2016 (4:00 p.m. EST) to August 30th, 2016 (11:59 p.m. EST)
Access telephone number: 1-800-585-8367 ou (416) 621-4642
Reservation number 72624498

As of July 31st, 2016, New Look had 13,553,020 Class A common shares issued and outstanding. New Look is a leader in the eye care industry in Eastern Canada having a network of 212 corporate stores mainly under the New Look, Vogue Optical and Greiche & Scaff banners and laboratory facilities using state-of-the-art technologies.

For additional information please see our website at www.newlookvision.ca. For enquiries, please contact Lise Melanson at (514) 877-4119.