



NEW LOOK VISION GROUP INC. TO HOLD SECOND QUARTER 2017 RESULTS CONFERENCE CALL

Montréal, Québec, August 7th, 2017 - New Look Vision Group Inc. (TSX: BCI) ("New Look") announced today that it will present its second quarter results for 2017 during a conference call on Friday, August 11th, 2017 at 11:00 a.m. EDT 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: Friday August 7th, 2017 at 11:00 a.m. EDT
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 7th, 2017 (6:00 p.m. EDT) to August 23rd, 2017 (11:59 p.m. EDT)
Access telephone number: 1-800-585-8367 ou (416) 621-4642
Reservation number 79757926

As of July 31st, 2017, New Look had 13,624,123 Class A common shares issued and outstanding. New Look is a leader in the eye care industry in Eastern Canada having a network of 227 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.