



NEW LOOK VISION GROUP INC. ANNOUNCES CFO APPOINTMENT

Montreal, Quebec, December 22, 2017 :La société New Look Vision Group Inc. (TSX: BCI) (“New Look Vision”), today announces the appointment of Tania M. Clarke, CPA, CA, and CPA-US as Senior Vice President and Chief Financial Officer of the Company, to take effect on February 12th, 2018.

Ms. Clarke is an experienced senior financial executive with over 20 years of experience with both public and private companies in various industries principally in Canada. For the past three years she has served as chief financial officer of a TSX listed company with well-known banners and an extensive corporate and franchised network in the restaurant chain business across Canada. Her previous experience includes having served as executive vice-president, chief financial officer or controller of companies in the specialty coffee and coffee maker industry as well as in the stationary, gift and toy business. A native of Montreal, Ms. Clarke is a Chartered Professional Accountant (CPA, CA) and a Certified Public Accountant (CPA-US) and is a graduate of Concordia University (B.Com and Graduate Diploma in Public Accountancy). She began her career at a major Canadian audit firm.

Antoine Amiel, the President of New Look Vision, stated that: "We welcome Tania to the senior management team. Her track record and experience, more recently with multi-site retail, but also with financing, acquisitions and reporting for publicly listed companies will fit in well with our current strategic and operating priorities at New Look Vision. She will continue to be based in Montreal and in addition to her duties and responsibilities as chief financial officer will assist me with investor relations".

As of November 30th, 2017, New Look Vision had 15,439,260 Class A common shares issued and outstanding. New Look Vision is a leader in the eye care industry in Canada having a network of 378 stores mainly under the New Look Eyewear, Vogue Optical, Greiche & Scaff and Iris banners and laboratory facilities using state-of-the-art technologies. Tax information regarding payments to shareholders is available at www.newlookvision.ca in the Investors section.

All statements other than statements of historical fact contained in this press release are forward-looking statements, including, without limitation, statements regarding the future financial position, business strategy, projected costs and plans and objectives of, or involving New Look Vision. Readers can identify many of these statements by looking for words such as “believe”, “expects”, “will”, “intends”, “projects”, “anticipates”, “estimates”, “plans”, “may”, “would” or similar words or the negative thereof. There can be no assurance that the plans, intentions or expectations upon which these forward-looking statements are based will be achieved. Forward-looking statements are subject to risks, uncertainties and assumptions. Although management of New Look Vision believes that the expectations represented in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Some of the factors which could affect future results and could cause results to differ materially from those expressed in the forward-looking statements contained herein include: pending and proposed legislative or regulatory developments, competition from established competitors and new market entrants, technological change, interest rate

fluctuations, general economic conditions, acceptance and demand for new products and services, and fluctuations in operating results, as well as other risks included in New Look Vision's current Annual Information Form (AIF) which can be found at www.sedar.com. The forward-looking statements included in this press release are made as of the date hereof, and New Look Vision undertakes no obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise, except as provided by law.

For additional information please visit our Web site www.newlookvision.ca. For enquiries, please contact Lise Melanson (514) 877-4119.