



PRESS RELEASE

**NEW LOOK VISION GROUP INC. TO HOLD SECOND QUARTER 2018 RESULTS
CONFERENCE CALL**

MONTREAL, QUEBEC, August 1st, 2018 – New Look Vision Group Inc. (TSX: BCI) ("New Look") announced today that it will present its second quarter results for 2018 during a conference call on Friday, August 10th, 2018 at 12:00 p.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.newlook.ca).

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

CONFERENCE CALL

Time and date: Friday, August 10th, 2018 at 12:00 p.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 10th, 2018 (4:00 p.m. EDT) to August 22nd, 2018 (11:59 p.m. EDT)
Access telephone: 1-800-585-8367 or 416-621-4642
Reservation number: 2498503

As of July 31st, 2018, New Look had 15,550,347 Class A common shares issued and outstanding. New Look Vision is a leader in the eye care industry in Canada having a network of 376 stores mainly under the New Look Eyewear, Vogue Optical, Greiche & Scaff and Iris banners and laboratory facilities using state-of-the-art technologies.

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