

PRESS RELEASE

**NEW LOOK VISION GROUP INC.
ANNOUNCES HEARING CARE INITIATIVES**

Montréal, Québec, May 9, 2019: New Look Vision Group Inc. (TSX: BCI) (“New Look Vision”) announced today that it has entered into agreements to launch hearing care initiatives on a pilot project basis in certain of its retail optical locations in Quebec, Ontario, British Columbia and Nova Scotia. In Quebec, beginning in May 2019, services offered will include hearing screening and full professional auditory services provided by the audiologists of Polyclinique de l’oreille, and complete hearing aid services provided by Le Groupe Forget, audioprosthodontists, both managed by Les services de Location Hearing Care of America (“SLHCA”). Avenir Hearing will provide the services outside of Quebec, commencing in June 2019.

Antoine Amiel, President and Chief Executive Officer of New Look Vision stated *“Hearing care has been a long time endeavour of New Look Vision’s based on successful precedents, particularly in Europe. The patient demographics and journey is strikingly similar to eye care. It is a natural extension of the services we can deliver in our existing stores. Our chosen partners share our values and outlook. Everyone at New Look Vision is very much looking forward to working and learning with them”.*

Steve Forget, President and Chief Executive Officer of SLHCA inc. said that *“This agreement will allow Groupe Forget, Audioprosthodontists and Polyclinique de l’oreille to have new points of contact with potential patients and excellent visibility. “*

Dr. Denis LeBlanc, President of Avenir Hearing added *“Avenir Hearing, with our purpose to restore the hope, health and happiness of all those affected by hearing loss, is very happy to have partnered with a like minded company such as New Look Vision. We look forward to our first wave of clinics and the positive impact we will have on people’s lives.”*

As of April 30, 2019, New Look Vision had 15,597,094 Class A common shares issued and outstanding. New Look Vision is a leader in the eye care industry in Canada with a network of 379 stores operating 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 see our Web site www.newlookvision.ca. For enquiries, please contact Lise Melanson at (514) 877-4119.