Elka Nir Joins VisionCare Board of Directors

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SARATOGA, Calif., Feb. 5, 2011 /PRNewswire/ -- VisionCare Ophthalmic Technologies, Inc., a developer of advanced visual prosthetic devices for the treatment of end-stage age-related macular degeneration, today announced Elka Nir of Giza Venture Capital has joined VisionCare's Board of Directors. Ms. Nir expands the company's Board to seven.

Ms. Nir heads the life sciences sector for Giza and serves on the board of directors of five medical device companies in Israel and the US. Prior to Giza, she led large multi-disciplinary teams (R&D, supply chain, quality & regulatory, marketing) at a division of Johnson & Johnson managing multi-million dollar budgets and delivering innovative market leading products, resulting in over $400 million in yearly revenues and double-digit annual growth.

Ms. Nir holds a B.Sc. in Computer Science, from Technion-Israel Institute of Technology, Haifa, Israel, a B.S. from the University of Haifa, and completed the Senior Executive Education program at Stanford University School of Business.

Allen W. Hill, VisionCare's President and CEO, commented, "VisionCare welcomes Elka to our Board. She was instrumental in helping VisionCare raise $31.4 million in the recent Series E financing. Elka's extensive experience in executive roles and raising funds for the development of new state of the art solutions, via business collaboration with global market leaders, will be of great assistance to VisionCare."

On joining the VisionCare Board, Elka Nir commented, "VisionCare has made tremendous progress in developing, clinically testing, and obtaining FDA approval for its implantable telescope prosthesis in patients with advanced forms of macular degeneration, which disables hundreds of thousands of individuals in major markets. VisionCare's products show significant promise of improving vision and quality of life for these individuals who now have no other surgical option. I am looking forward to working with
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