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*For Immediate Release*

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### **Ambler Surgical Launches Blog for Ophthalmic Industry**

Exton, PA, October 13, 2011 – Ambler Surgical, a leading ophthalmic surgical instrument provider, today announced the launch of the Ambler Surgical blog at [www.amblersurgical.com/blog/](http://www.amblersurgical.com/blog/), the first ophthalmic industry blog presented by a surgical instrument supplier. To deliver information on the blog, backed with the expertise of industry leading organizations, Ambler Surgical is partnering with the American Society of Ophthalmic Registered Nurses (ASORN) and ICCS Infection Control Consulting Services, LLC (ICCS). ASORN president, Annquinetta Dansby-Kelly, RN, CRNO, and ICCS president, Phenelle Segal, RN, CIC will moderate many of the discussion topics, providing first-hand knowledge from the field. Annquinetta will serve as the ophthalmic specialist, while Phenelle will provide her expertise in infection control. Ambler Surgical and its advisory board will also provide expertise in ophthalmic surgical instrumentation. The intent of the blog is to serve as an educational discussion forum that helps foster communication, share news, trends and information throughout the ophthalmic surgical community.

“We are really excited about the opportunity to partner with ASORN and ICCS on the Ambler Surgical blog and present this educational forum to our peers in the ophthalmic surgical arena,” said Marty Anthony, president of Ambler Surgical. “Readers get a multi-faceted experience by having access to ASORN’s knowledge of ophthalmic medicine and ICCS’s expertise in infection prevention while also being able to tap into Ambler Surgical’s decades of experience with ophthalmic surgical instrumentation. Our hope is that this collaboration facilitates communications between all levels of ophthalmic perioperative personnel and serves as the industry source of information regarding everything for the eye.”

The Ambler Surgical blog is just one of many ways that Ambler Surgical provides informational outreach to the ophthalmic surgical community. The company continually gathers feedback from customers and its advisory board of nurse managers and industry experts to understand the issues facing the ophthalmic world. Focused on supporting these needs, Ambler Surgical routinely provides educational resources through a variety of media platforms.

## **About Ambler Surgical**

Ambler Surgical is changing the surgical instrument industry with its dedication to integrity, quality, value, service, and above all convenience. Our goal is to deliver the best overall value and set the benchmark for client satisfaction. Our desire is to be your first choice for anything and everything ophthalmic. While our products are everything for the eye, our company is all about you! We continually gather client feedback and work with our team of nurse managers and expert advisors to deliver a client experience designed from your perspective.

### Our industry's largest selection of ophthalmic instruments

Over 5,000 instruments, disposable, specialty, tray and sterilization products from German and U.S. origin.

### On-line Catalog Featuring Honest Prices

High-resolution pictures, cross-referencing capabilities and honest, published pricing.

### Free Lifetime Instrument Repair

We sharpen, realign and refurbish most Ambler-brand ophthalmic instruments completely free of charge. Ophthalmic Instruments for Life.

### In-House Inventory Enables Same-Day Shipping

We provide customers with same-day shipping on most orders.

### Expert Repair Services and Repair Rewards Credit

Repairs of micro-ophthalmic instruments, diamond knives and Phaco handpieces, to like-new condition, regardless of the manufacturer. Fast turnaround time.

### Contract Participation

We are a Premier Purchasing Partners, LLP contracted supplier. We also offer the Ambler Alliance, a partnership with customers helping reduce expenses and gain value on instruments, diamond knives, specialty items, sterilization products and repairs services.

**For more information, please visit [www.amblersurgical.com](http://www.amblersurgical.com)**