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NEW ENGLAND EYE CENTER NAMED OFFICIAL EYE CARE PROVIDER OF THE BOSTON CELTICS

Eye Care Specialists Becomes Sponsor of Celtics Read to Achieve Program

BOSTON (October 19, 2005)- The Boston Celtics and New England Eye Center have entered into a partnership making New England Eye Center (NEEC) the Official Eye Care Provider of the Boston Celtics. In addition, New England Eye Center will sponsor the Celtics' Read to Achieve program, a cornerstone of the team's community initiatives. Read to Achieve is a league-wide initiative that encourages children and their families to develop a life-long love of reading and literacy.

The Celtics and NEEC will also partner together on various promotional and marketing initiatives, including unique and exclusive promotions for Celtics customers, prominent in-stadium branding, direct marketing initiatives and various media opportunities through Celtics' broadcasts.

"We are pleased to work with New England Eye Center as a team sponsor and appreciate their support of the Read to Achieve program," said Rich Gotham, Celtics Executive Vice President, Sales and Marketing. "We look forward to a longstanding relationship with NEEC as the Official Eye Care provider of the Boston Celtics."

"We are excited about being chosen as the Official Eye Care Provider of the Boston Celtics," said William R Sacco, Director of Refractive Operations of New England Eye Center. "Together we can help build and support our community based programs such as the Celtics Read to Achieve Program for Children through our Pediatric Group and the New England Eye Center's 1st Responder Program that provides discounted Laser Vision Correction to Police, Fire and EMT Personnel in Massachusetts"

About New England Eye Center

New England Eye Center is located in the heart of Boston's Theater district above the Wang Center and is affiliated with the Tufts-New England Medical Center. New England Eye Center is a leading provider of Laser Vision Correction in Greater Boston and New England. New England Eye Center offers LASIK along with CK, PRK, Crystalens and other vision correction procedures. New England Eye Center offers a full range of comprehensive ophthalmology including treatments for cataracts, glaucoma, macular degeneration, pediatric ophthalmology and aesthetic surgery. For more information about the New England Eye Center, go to www.neec.com or www.mylasikdoc.com.

About The Boston Celtics

A charter member of the Basketball Association of America (which evolved into the National Basketball Association) since 1946, the Boston Celtics have won a record 16 NBA Championships, including eight (8) in a row from 1959-1966, and have won NBA titles in three different eras. In addition, 29 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. During the 2004-05 NBA season, the Celtics won their first Atlantic Division title in 12 seasons. For more information on the Celtics, log on to www.celtics.com.

Contacts: Farra D'Orazio, Boston Celtics – (617) 854-8045 or fdorazio@celtics.com