



Jan 18, 2011 09:30 ET

SheerVision, Inc. Announces Expansion Plans

ROLLING HILLS ESTATES, CA--(Marketwire - January 18, 2011) - SheerVision, Inc. (OTCBB: SVSOE), a recognized leader of advanced surgical loupes, dental loupes, and portable headlight designs, is pleased to announce it is going forward with policy that is designed to better position our company for long term financial stability that will provide a stronger position in the surgical loupe, dental loupe, and surgical headlight markets. The company is engineering several new loupe models, which are being introduced to reconfirm our status as the most innovative company in the surgical magnification and illumination industry.

In order to accomplish the introduction of these new products at a quicker pace, the company has decided at this point to suspend the public filings of financial information until further notice in accordance with the applicable federal securities laws, rules and regulations. It is anticipated that through our new product introductions and aggressive marketing approach into the dental and medical markets, we will be able to provide a higher value to the company's shareholders over the long term.

The plan will continue to provide the support for the excellent customer service upon which the company has built its reputation since its inception in 1999. This focus when combined with the company's stringent quality control processes have helped to increase the satisfaction of our clients in the medical, dental, dental hygiene, and veterinary professions to an all-time high.

The company plans continued expansion of its distribution presence across the world to insure more users get the opportunity to experience the performance and quality of SheerVision's products in person. When matched with the company's domestic expansion plans to insure coverage in every major metropolitan region across the United States, we believe that this will help to ensure that SheerVision's customer base will continue to multiply as the company continues to increase its market share.

About SheerVision

SheerVision designs, markets and sells proprietary surgical loupes and headlight systems to the dental and surgical markets. Its loupe designs include the Signature Flip-Up Loupes, SureFit Through-The-Lens (TTL) Loupes and its new line of EDGE High Magnification Loupes, which all provide razor-sharp clarity, high resolution optics, and a wide field of view that allow the wearer to discern the finest details.

The company's Infinity Ultra2™ LED and V-Ray™ Portable Headlights are nearly twice as bright as competing LED headlights, and is a quantum leap in technology over tethered fiber optic models.

SheerVision's headlight and loupe products are recommended by a leading independent non-profit dental education and product testing foundation and its loupes were featured in the foundation's 2005 Buyer's Guide and also in the "Dental Lab Products" 2006 Buyer's Guide as a "Best of the Best" offering.

For all product information, please call (877) 678-4274, or visit www.sheervision.com.

Forward-Looking Statements

A number of statements contained in this press release are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. These risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. These risks and uncertainties include, but are not limited to: the company's ability to generate product sales and operating profits, potential vulnerability of technology obsolescence, potential competitive products by better capitalized companies, potential difficulty in managing growth, dependence on key personnel, and other risks which will be described in future company Securities and Exchange Commission filings. SheerVision undertakes no obligation to update publicly any forward-looking statement for any reason, except as required by law, even as new information becomes available or other events occur in the future.

CONTACT:

SheerVision, Inc.

Suzanne Lewsadder - CEO

(877) 678-4274

investorrelations@sheervision.com