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SheerVision Arranges \$1 Million in Financing Financing to Strengthen SheerVision's Capabilities

ROLLING HILLS ESTATES, CA--(Marketwire - January 24, 2011) - SheerVision, Inc. (OTCBB: **SVSOE**), a recognized leader of advanced surgical loupes, dental loupes, and portable headlight systems, is pleased to announce that it has arranged long-term financing that will allow the company to expand its operations and capabilities.

Assurance Funding Solutions LLC of Dallas, Texas has committed to provide up to \$1M in financing to help SheerVision grow to the next level, assuring a base for future success. Assurance has already invested almost \$700,000 in funds to date towards this commitment.

The new financing will ensure a continuation of SheerVision's innovative product design efforts, aggressive manufacturer direct pricing, and broaden its reputation for high-level customer support in both domestic and international markets. SheerVision will also use this funding to:

- Introduce an extended student financing program for medical resident and dental student purchases.
- Build upon its lead in providing rapid fulfillment of incoming orders through the installation of new equipment and strengthening of inventory levels.
- Complete the launch of several new products from the company's R&D efforts
- Bolster its services and professional staff to enhance SheerVision's support of its International Distribution Partners.
- Enable the company to be better able to take advantage of any new opportunities in-house.
- Expand its working relationship with other professional providers that have access to over 30,000 dental clients that specialize in identifying and treating numerous diseases worldwide.

Since its inception twelve years ago, SheerVision has developed a client base of tens of thousands of satisfied surgeons, dentists, dental hygienist, and veterinary professionals that use its products daily when performing critical medical procedures throughout the world.

SheerVision's surgical loupes and headlight systems help to improve the quality of care for patients, while extending the long-term health of its professional clients by providing innovative and comfortable ergonomic solutions.

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.

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