

Bausch & Lomb Products Granted New Technology Intraocular Lens Designation

FOR RELEASE WEDNESDAY, MARCH 14, 2007

ROCHESTER, N.Y. – Bausch & Lomb (NYSE:BOL) announced today that the Centers for Medicare and Medicaid Services (“CMS”) granted New Technology Intraocular Lens (“NTIOL”) designation to the *SofPort*® Advanced Optics (“AO”) and *SofPort*® Advanced Optics (“AO”) with *Violet Shield*™ Technology IOLs for their spherical aberration reducing design. The NTIOL designation became effective March 6, 2007. NTIOL designation means the Medicare reimbursement to ambulatory surgery centers for cataract surgery will increase by \$50 when surgery is performed with either a *SofPort* AO or *SofPort* AO with *Violet Shield* Technology IOL. This NTIOL subset and adjusted payment for these two IOLs will remain in effect until February 26, 2011. “We are pleased that CMS recognized the performance of these products and their impact on improved vision,” said Gary M. Philips, M.D., Bausch & Lomb Vice President – Commercial Operations, U.S. Surgical and Pharmaceuticals.

The *SofPort* AO IOL is designed to be aberration free and thus reduce spherical aberration for better vision quality relative to standard spherical IOLs. The *SofPort* AO with *Violet Shield* Technology IOL builds upon this design with a unique filter to block harmful ultraviolet and violet light, which protects the retina from phototoxicity without compromising night vision or color perception, a potential side effect of current blue-blocking lens technologies. In order to gain inclusion in the NTIOL category, both lenses demonstrated the same or greater subset-specific clinical benefit as the lens that established the NTIOL subset.

“Achievement of NTIOL designation validates Bausch & Lomb’s IOL development program and demonstrates our continued commitment to providing cataract surgeons with products that enhance the quality of the lives of their patients,” said Henry C. Tung, M.D., Bausch & Lomb Vice-President – Global Surgical. Tung added that aberration-free optics are also incorporated in the Company’s portfolio of standard- and micro-incision acrylic IOLs currently available outside the United States.

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This news release contains, among other things, certain statements of a forward-looking nature relating to future events or the future business performance of Bausch & Lomb. Such statements involve a number of risks and uncertainties including those concerning the ability of the Company and the parties with which it contracts to develop and introduce products successfully as well as the risk factors listed from time to time in the Company’s SEC filings, including but not limited to filings on Form 8-K and on Form 12b-25, each dated November 9, 2006, Form 10-K, dated February 7, 2007 and Form 12b-25 dated March 1, 2007.

Bausch & Lomb is the eye health company, dedicated to perfecting vision and enhancing life for consumers around the world. Its core businesses include soft and rigid gas permeable contact lenses and lens care products, and ophthalmic surgical and pharmaceutical products. The Bausch & Lomb name is one of the best known and most respected healthcare brands in the world. Founded in 1853, the Company is headquartered in Rochester, New York, and employs approximately 13,000 people worldwide. Its products are available in more than 100 countries. More information about the Company can be found on the Bausch & Lomb Web site at www.bausch.com. Copyright Bausch & Lomb Incorporated.