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FOR IMMEDIATE RELEASE

EyesOn Design Picks Summer Car Show Theme

Program to celebrate advertising, art and car design

Grosse Pointe Park, Mich., Jan. 26, 2009 -- The Detroit Institute of Ophthalmology (DIO), sponsor of the car show, EyesOn Design, announced the theme of the 2009 summer show as "The Art of Automobile Advertising & Design."

The 22nd annual EyesOn Design is a three-day event that supports the DIO's mission of providing assistance for the visually impaired and preserving vision through committed education and research. Hosted by EyesOn Design, events include the Eve of Eyes Designers' Night, the Vision Honored creative black-tie affair, the EyesOn Design Automotive Design Exhibition and the Private Eyes Brunch. All proceeds from EyesOn Design events benefit the DIO, a 501(c)(3) not-for-profit organization that offers programs in ophthalmic research, support for the visually impaired and blind, as well as public and professional education.

On Father's Day, June 21, the EyesOn Design Automotive Design Exhibition takes place at the Edsel & Eleanor Ford House in Grosse Pointe Shores, Mich. The annual automotive design show features more than 200 automotive and motorcycle designs from the past, present and future.

With this year's theme, "The Art of Automobile Advertising & Design," EyesOn Design will pair historic vehicles with 24-inch x 36-inch photocopied advertisements from the era of each vehicle's commercial introduction. EyesOn Design leadership carefully selected categories of cars and motorcycles, as well as individual vehicles, to explore the theme of automobile advertising and design.

Also at this year's event, the work of legendary painter Art Fitzpatrick, whose portraits of cars painted from the 1950s through the 1970s are still considered collectibles today, will be onsite. Now age 90, Fitzpatrick has contributed an original work to create this year's 2009 EyesOn Design themed poster.

About EyesOn Design

The "Eyes" show began life as the "Eyes on the Classics" car show 22 years ago. In 1987, the three domestic car company Vice-Presidents were Tom Gale at Chrysler Corp., Chuck Jordan at General Motors and Jack Telnack at Ford Motor Co.

After several years, these individuals worked with the DIO to change the event name to EyesOn Design, which was a better representation of an international celebration of fine automotive design of the past, present and future.

EyesOn Design focuses on the design process which can has many influencing factors—including movies, architecture, music, graphic arts, urban design, and product design. As EyesOn Design evolves each year, designers within the automotive industry select the event theme, activities, vehicle categories and venue.

For more information on EyesOn Design events, please call (313) 824-4710 or visit <http://www.eyesondetroitdesign.com> and <http://www.eyesondesigncarshow.com>.

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