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NEWS RELEASE

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FOR IMMEDIATE RELEASE

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PRECISION OPTICS CORPORATION JOINS THE PHOTONICS ONLINE B2B E-COMMERCE PLATFORM

GARDNER, MA July 10, 2013—Precision Optics Corporation, Inc. (OTCQB: PEYE) (the “Company”) announces that it has joined the Photonics Online business-to-business e-commerce platform (www.photonicsonline.com), a web community serving the optics and photonics industry since 1997 by providing technical information about the laser, optics, optoelectronics, fiber optics and imaging industries. Newsletters, featured articles, plus a dedicated web page showcase the Company’s products, capabilities and current events to tens of thousands of industry professionals monthly who are responsible for research, product and business development, purchasing, and manufacturing.

Photonics Online generated 5.7 million page views over the last 12 months. Its audience includes over 34,000 subscribers to the monthly e-mail newsletter representing design engineering, research & development, scientific, and manufacturing disciplines in a broad array of corporations from North America, Europe and Asia. This optics and photonics audience represents many industries including the Company’s target markets of biotechnology/medical, security/surveillance, military, and microscopy.

The Company has been provided its own dedicated web page (www.photonicsonline.com/ecomcenter/poci) within the Photonics Online site where it manages its product, technology, current events and contact information for viewing by Photonics Online subscribers. Industry professionals can contact the Company directly, plus business lead information is provided to the Company for each visitor requesting a download from the Company’s Photonics Online web page.

About Precision Optics Corporation

For over 30 years, Precision Optics Corporation has provided state-of-the-art optical designs, components and complete optical systems for medical, biomedical, military (ITAR complainant) and industrial applications. Using proprietary optical technologies, the Company’s current focus is the design and production of next generation medical instruments, Microprecision™ micro-optics with characteristic dimensions less than 1 millimeter, and other advanced optical systems for a broad range of customers including some of the largest world-wide medical device companies. The Company’s innovative medical instrumentation line includes state-of-the-art endoscopes and endocouplers as well as custom illumination and imaging products for use in minimally invasive surgical procedures. The Company believes that current advances in its proprietary micro-optics and 3D imaging technologies present significant opportunities for expanding applications to numerous potential medical products and procedures. The Company’s website is www.poci.com. Investors can find Real-Time Quotes and market information for the Company on www.otcm Markets.com/stock/PEYE/quote.

About Forward-Looking Statements

This press release contains forward-looking statements. Forward-looking statements include, but are not limited to, statements that express the Company's intentions, beliefs, expectations, strategies, predictions or any other statements related to its future activities or future events or conditions. These statements are based on current expectations, estimates and projections about the Company's business based, in part, on assumptions made by its management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in the forward-looking statements due to numerous factors, including those risks discussed in the Company's annual report on Form 10-K and in other documents that it may file from time to time with the SEC. Any forward-looking statements speak only as of the date on which they are made, and the Company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this report, except as required by law.