



**For Immediate Release**

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**TRANSITIONS OPTICAL'S NATIONAL PROMOTION SETS WHEELS IN MOTION  
FOR BUILDING A LIFETIME OF HEALTHY SIGHT**

***Certificate of Authenticity Continues to Reel in Recognition of Authentic Transitions,  
While Serving as Platform for Charitable Donations***

ORLANDO, Fla., Jan. 25, 2007 – Building on the success of last year's Trusted Worldwide marketing program, Transitions Optical, Inc. is rolling out a similar national promotion for 2007 with a new twist – and theme – “Spin & Win.” From March 1 through October 31, patients who register their Transitions® lenses using a Certificate of Authenticity will earn the chance to “spin” a wheel to win a variety of instant prizes, and will automatically be entered into a grand prize drawing. Additionally, each time an eyecare professional location or a customer registers for the promotion, a donation will be made to a charity supported by the Transitions® Healthy Sight for Life Fund. For 2007, Prevent Blindness America will be the beneficiary.

Also new this year, the Certificate of Authenticity will contain a membership number that will make consumers eligible for future Transitions promotions and offers, further elevating patient satisfaction and reinforcing the value of their purchase.

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**Transitions Optical, Inc**

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## **Transitions Optical's "Spin & Win" Promotion – 2**

"We're anxious to see the outcome of this 'spin' on last year's promotion," said Grady Lenski, commercial strategy and operations director, Transitions. "What we think makes this program successful is that prizes aren't the only rewards for participating. The promotion helps strengthen the role of the eyecare professional as a trusted advisor on enhancing and protecting vision; and now it will also serve as a vehicle for supporting charities that help people achieve healthy sight."

"We are honored that Transitions Optical has chosen our organization as a partner in helping to end preventable blindness and vision loss," said Hugh R. Parry, president and CEO of Prevent Blindness America. "By encouraging all Americans to get their eyes examined regularly and wear UV protection, together we help promote a lifetime of healthy vision."

### **Promotion Details**

Each pair of Transitions lenses dispensed will include a Certificate of Authenticity to reinforce the value of the brand. To participate in the promotion, consumers must follow directions included with the certificate to register their Transitions lenses and complete a short satisfaction survey. In 2006, more than 15,000 eyecare professional locations participated in the promotion, with nearly 140,000 consumers registering their lenses using the certificate. Survey results showed that 92 percent of respondents are highly satisfied with their Transitions lenses, and 93 percent are likely to recommend Transitions to a friend or family member.

Patients can register their lenses online via the Transitions Web site (where they can spin the virtual wheel) or via mail (in which case the wheel will be spun for them, and they will be notified if they are a winner). Each prize won by a consumer will also be awarded to the participating eyecare professional who dispensed his or her lenses.

"The promotion will complement a variety of traditional and non-traditional tactics that comprise the latest expanded consumer outreach campaign," said Lenski, "including advertising during popular television shows, like 'Wheel of Fortune.'"

## Transitions Optical's "Spin & Win" Promotion – 3

Grand prize winners will be selected at the midway point and at the conclusion of the promotion, and will be able to choose from the following theme packages: home entertainment, game room, outdoors, photography, technology and a Walt Disney World vacation package.

Eyecare professionals can register online at [www.trustedworldwide.com](http://www.trustedworldwide.com), or through Transitions Optical Customer Service at (800) 848-1506. Each eyecare professional will receive a registration kit that includes a program brochure, a quick reference guide and a point-of-sale tool to advertise the promotion in-office.

### **About Transitions**

Transitions Optical, headquartered in Pinellas Park, was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials.

Transitions Optical's core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. As higher-performing everyday lenses, Transitions lenses change from clear indoors to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Activated by Transitions™.

Transitions Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil; Adelaide, Australia and Chonburi, Thailand. Sales offices are located in Cambridge, Canada and nine other countries.

For more information about the company and Transitions lenses, the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit [Transitions.com](http://Transitions.com) or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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Through Transitions Optical's national promotion – themed "Spin & Win" – patients who register their Transitions® lenses using a Certificate of Authenticity will earn the chance to "spin" a wheel to win a variety of instant prizes, and will automatically be entered into a grand prize drawing. Additionally, each time an eyecare professional location or a customer registers for the promotion, a donation will be made to a charity supported by the Transitions® Healthy Sight for Life Fund.

**NOTE: For high-resolution versions of these images, please contact Melissa White at (412) 456-4307 or [melissa.white@eurorscg.com](mailto:melissa.white@eurorscg.com)**

