



For Immediate Release

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TRANSITIONS OPTICAL SPOTLIGHTS SUNWEAR PLANS

New Sunwear Brand and Product Concepts Unveiled During Transitions Championship

PALM HARBOR, Fla., March 18, 2009 – Transitions Optical, Inc. today unveiled plans to bring its photochromic technology to more consumers through increased focus on its sunwear business, unveiling a new product concept and the Transitions® **SOLFX**™ sunlens brand during the Transitions Championship, the official PGA TOUR event held at Innisbrook Resort and Golf Club in Florida this week.

Unlike Transitions® lenses, which are everyday lenses that are clear indoors and at night and darken outdoors in reaction to the sun, Transitions **SOLFX** products are sunwear. The lenses have an initial tint and then self-adjust outdoors with the sun, automatically changing level of darkness – and even color – to provide optimal vision in sun and shade, and eliminating the need to put on and take off sunglasses as light conditions change. Available in prescription and non-prescription forms, Transitions **SOLFX** sunlenses are specifically designed to help wearers look great, see better and perform at their best.

“Because traditional sunglasses are static and have only one level of darkness, consumers are often left with sunglasses that are too dark in low light conditions or not dark

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enough in bright light,” said Grady Lenski, director, Transitions sunwear. “**SOLFX** sunlenses shift seamlessly to offer the correct amount of darkness for outdoor activity to help improve consumers’ ability to see and to simplify their lives.”

Transitions Optical currently offers several types of sunlenses, previously marketed as Activated by Transitions™. These include multiple sunwear options from leading brands including Oakley, and a specialty lens to enhance vision while driving – called Drivewear® Transitions® **SOLFX**™ lenses – offered by Younger Optics. These and all new Transitions sunwear products soon-to-be introduced will begin carrying the Transitions **SOLFX** brand.

New Product Concept

Initially, all new products will be focused in three categories, according to Lenski – sports, style and specialty. During the launch, sports vision and training specialist Lawrence D. Lampert, O.D., F.C.O.V.D, shared details of one new product concept currently in testing by several PGA TOUR players. The product has been designed to provide high contrast in low light conditions, then move to a darker, color-neutral shade to reduce glare and provide optimal vision in bright light conditions, while still providing a true, yet improved read of the green. Initial reviews are extremely positive.

“For every day, Transitions lenses are my top choice to reduce glare and improve contrast to help me see my best,” said Trevor Immelman, a PGA TOUR member currently ranked within the top 25 in the world. “Since I’m always looking for a competitive advantage, I’m also excited about Transitions **SOLFX** sunlenses, which bring the benefits of regular Transitions lenses to sunwear and have been optimized to specific tasks – including golf – where vision is vital to success.”

“The Transitions Championship is the perfect place to highlight the need for products like these,” said Dr. Lampert. “Professional athletes know how dramatically light can change

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throughout the course of a golf game, and players need a sunglass lens that will shift automatically with the changing light.”

Those interested in learning more about Transitions **SOLFX** sunlenses should visit www.Transitions.com/Sunwear for a product demonstration. By registering to receive updates, visitors will be automatically learn about new products as they become available.

About Transitions

Transitions Optical, headquartered in Pinellas Park, Fla., 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 clear lenses, Transitions lenses change from clear indoors and at night to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose dynamic sun lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Transitions® **SOLFX™** sunlenses.

Transitions Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil and Chonburi, Thailand. Sales offices are located in Pinellas Park; Cambridge, Canada; Paris, France; Adelaide, Australia; Singapore; Mexico City, Mexico; Sao Paulo, Brazil; Bangalore, India; Tokyo, Japan and Shanghai, China.

For more information about the company and Transitions lenses, the first to earn the World Council of Optometry’s Global Seal of Acceptance for Ultraviolet Absorbers/Blockers and the American Optometric Association’s Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit Transitions.com.

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