



**For Immediate Release**

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**TRANSITIONS® HEALTHY SIGHT FOR LIFE FUND  
ESTABLISHED TO HELP OPTIMIZE AND PRESERVE VISION**

***Funding and Education Resources Available to  
Qualified Charity and Trade Partners in 2007***

PINELLAS PARK, Fla., Dec. 19, 2006 – To encourage people to establish healthy eye habits now to optimize their vision and help preserve it for the future, Transitions Optical, Inc. is introducing the Transitions® Healthy Sight for Life Fund (Fund). Centralizing and strengthening Transitions Optical's global and regional corporate giving efforts, the Fund is unified by its mission to "help preserve healthy sight for life." Through the Fund, Transitions will encourage people to take steps today – such as getting regular eye exams and wearing UV protection – to help enhance and protect their vision today and for a lifetime.

"Transitions Optical has always been committed to building awareness of the need for healthy vision and has undertaken several initiatives to achieve this goal. The Transitions Healthy Sight for Life Fund gives us the opportunity to intensify and formalize our efforts for greater impact," said Bette Zaret, global corporate giving officer and vice president, global strategic marketing, Transitions. "When you step back and look at the need – the number of people who aren't getting the quality vision care and vision wear they require, and the low awareness of the need for vision protection – really, we could do no less than find a way to help make a difference."

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**Transitions Optical, Inc**

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## **Transitions® Healthy Sight for Life Fund – 2**

The Fund itself will serve as an education resource for consumers, featuring a stand-alone Web site – [www.healthysightforlife.org](http://www.healthysightforlife.org), video and brochure. These materials address the importance of healthy sight at every stage in life and provide information on the steps people should take to protect and optimize their vision. The Web site, video and brochure will be available in English, Spanish and French. A toolkit with educational materials and marketing tools will also be available in 2007 to help charity and trade professionals reach out to consumers within their local communities.

As a grant-making entity, the Fund will offer financial support for qualified charities and optical professionals. Details on eligibility and the grant submission process will be released later in 2007.

“We recognize the outstanding work being undertaken by optical charities and individual eyecare professionals, who are helping ensure the supply of proper vision care and vision wear to all patients,” said Zaret. “We’re pleased to have established this Fund as a means to formally support those we can, and to provide educational resources to complement their efforts and help ensure long-term change in healthy eye habits.”

### **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.

### Transitions® Healthy Sight for Life Fund – 3

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