



For Immediate Release

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**SPECIALTY LENS PARTNERS WITH TRANSITIONS TO ADD POLARIZED
PHOTOCHROMIC SUNLENS TO iRx® POLAROID® LINE**

***New iRx® Polaroid® Transitions® SOLFX™ Sunlenses Offer
Enhanced Visual Performance for Outdoor Activities***

PALM HARBOR, Fla., March 18, 2009 – Specialty Lens Corporation is partnering with Transitions Optical, Inc. to add new polarized photochromic sunlenses to its iRx® Polaroid® prescription line. The iRx® Polaroid® Transitions® **SOLFX™** lenses will be available in two colors and in single vision 1.50 plastic, the new product combines the polarized technology of iRx Polaroid with the advanced photochromic technology of Transitions® **SOLFX™** sunlenses to offer enhanced visual performance for outdoor activities.

Like all Transitions **SOLFX** sunwear products, the new lenses change from dark to darker in sunlight – providing patients with the right color and tint for optimal performance in varying light conditions. The iRx Polaroid polarized technology works to further enhance visual comfort by improving contrast and reducing blinding glare from sunlight reflected off the surface of objects, water or snow. The lens also helps protect against harmful UV rays by blocking 100 percent of UVA and UVB rays.

“Through our iRx Polaroid line, our philosophy has always been to provide a polarized option to meet virtually any patient need,” said Pascal Gery, president, Specialty Lens

New iRx® Polaroid® Transitions® SOLFX™ Sunwear Product – 2

Corporation. “We are pleased to partner with Transitions Optical to introduce our first polarized photochromic product in two color options to help wearers achieve the ideal tint and darkness, whether they’re boating, skiing, hiking or just spending time outdoors.”

Color options include an **ash gray to darker gray** lens – which transmits colors evenly and allows for true color recognition in bright light and heavy glare situations such as fishing, running, driving, rock climbing and reading outdoors, and a **caramel brown to darker brown** lens – which improves contrast and depth perception in situations such as motorcycling, fishing, golfing, hiking and mountain biking.

“By combining the Transitions **SOLFX** sunwear technology with the iRx Polaroid polarized technology, we’re able to meet the unique visual demands of even more consumers,” said Grady Lenski, director, Transitions sunwear. “In the sun or in the shade, the new lenses help wearers look great, see better and perform at their best while they’re doing what they enjoy most.”

New iRx Polaroid Transitions **SOLFX** sunlenses are available in prescriptions ranging from -7.00 to +6.00. For more information, visit www.irxlens.com or www.Transitions.com/Sunwear.

About Specialty Lens Corporation

Specialty Lens Corporation, a subsidiary of Essilor of America, is one of the leading manufacturers of polarized lenses providing the optical industry with the most comprehensive polarized lens offering in the U.S. Its innovative lens technology and comprehensive product portfolio have propelled Specialty Lens into the forefront of the polarized lens arena.

iRx® Polaroid® is well-known for its industry-leading availability of lens styles, materials and colors. iRx Polaroid products are available in 14 colors and five lens materials, allowing eyecare professionals to recommend a specific lens that best meets each patient’s needs, whether motivated by fashion, optics, performance, comfort or safety.

For additional information, visit www.irxlens.com or call (888) IRX-LENS.

New iRx® Polaroid® Transitions® SOLFX™ Sunwear Product – 3

About Transitions

Transitions Optical, Inc., 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 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 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 or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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