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CONTACT: Lesley Sillaman
Euro RSCG Worldwide PR
(412) 456-7839
lesley.sillaman@eurorscg.com
or
Catherine Rauscher
Transitions Optical, Inc.
(727) 545-0400 ext. 7192

NEOX® Transitions® SOLFX™ Golf Sun Lenses Deliver Performance on the Course

***Transitions Optical and MicroVision Partnership Spurs
First Prescription Offering for NEOX***

PINELLAS PARK, Fla., Feb. 22, 2010 – Transitions Optical, Inc. and MicroVision Optical, Inc. announced the introduction of NEOX® Transitions® SOLFX™ sun lenses, specifically designed to help enhance visual performance for golfers. The lenses combine the performance technology of NEOX lenses with the photochromic technology of Transitions Optical to create advanced sun lenses that automatically adapt in changing light situations. NEOX lenses are currently the exclusive lenses featured in Callaway® Eyewear and are available in fixed tint non-prescription sunglasses on a global basis. NEOX Transitions SOLFX sun lenses are the first dynamic prescription and non-prescription sun lenses to use NEOX lens technology.

“NEOX Transitions SOLFX sun lenses are a perfect expansion to the Transitions SOLFX family of performance sunwear products,” said Grady Lenski, global director, Transitions sunwear. “By combining NEOX lens technology with photochromic lens technology from Transitions Optical, golfers can have enhanced visual performance to help them enjoy their game, along with the convenience of not having to switch or remove sunglasses as the light changes.”

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“This partnership allows us to bring a truly exciting eyewear offering to golfers,” said Marcel Schiro, vice president, MicroVision. “Both on and off the course, NEOX Transitions SOLFX sun lenses deliver sharp, accurate vision – for your game and beyond.”

NEOX Transitions SOLFX sun lenses are engineered to counteract the problems encountered with typical non-prescription sunglasses, like distortion in both color and object sight and decreased depth of field, delivering increased depth perception, better distance vision and superior clarity. The sun lenses have a contrast enhancing green base tint and activate to a darker color in the same hue in bright light.

NEOX Transitions SOLFX sun lenses, like all Transitions SOLFX sunwear products, use Transitions Optical’s advanced photochromic technology to provide the right color and tint for optimal performance in varying lighting conditions. The new product is designed to allow golfers to clearly see terrain changes, easily track the flight of the ball and deliver clearer contours on the green to assist with putting.

“Golfers know that having the right equipment can really make a difference in their game,” added Lenski. “Anyone who wants a crisper, clearer field of vision, especially while on the course, will quickly recognize these lenses as a key piece of their golf performance equipment.”

MicroVision Optical Inc. has partnered with Walman-Soderberg, the largest independent lab network in North America, for exclusive distribution of NEOX Transitions SOLFX sun lenses to the optical trade. NEOX Transitions SOLFX sun lenses, which will be available mid-March, will come in both prescription and non-prescription versions in polycarbonate material, and can be paired with Callaway frames or frames of the wearer’s choice.

About Transitions Optical

As the leading provider of photochromics to optical manufacturers, Transitions Optical, headquartered in Pinellas Park, Fla., offers the most advanced photochromic technology in the widest selection of lens designs and materials. Transitions Optical is driven by innovation to support the advancement of healthy sight and adaptive eyewear, and to providing its partners

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the tools and programs their businesses need to thrive. Transitions® lenses are the #1-recommended photochromic lenses worldwide.

Transitions Optical's family of products includes everyday lenses, designed to be worn indoors and darken outdoors, and performance lenses, designed to be worn outdoors in place of sun lenses. Transitions everyday lenses adapt to light to provide more comfortable vision while protecting eyes from UV. Transitions performance lenses include the company's sunwear line, Transitions® **SOLFX™** sun lenses, which enhance visual performance in specific outdoor activities by adapting to optimize color and darkness in changing light conditions.

For more information, visit Transitions.com or TransitionsSOLFX.com, or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

About Microvision

MicroVision Optical Inc. is a unique entrepreneurial company entrenched in optical technologies. Founded in 1998 the San Diego, CA based firm has been on the leading edge of frame design for special reading glass products and accessories. Holding several patents on these products as well as licensing of the technologies to World Wide distribution companies MVO has been recognized as a forward thinking leader in design and development. As one of the companies long time research and development projects success has been attained in design and development of one of the most unique and performance oriented sunglass lens formulas, Neox Lens Technology. Neox has been touted as a superior lens technology especially in the Sport Sunglass channel and since 2005 been seen as the premier Golf Specific lens technology for performance and protection. Adopted by, and licensed to, the Callaway Golf company since 2007, Callaway Eyewear, with Neox Lens Technology, has been proven to be the a superior product both on and off the course. Currently Neox is making great strides as a lens technology with superior performance and protection benefits in the general outdoor sunglass market.

MVO continues to be an innovator in the design and formulation of various lens, frame and optical accessory projects from the sports industry to the film and movie industry.

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