



For Immediate Release

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**TRANSITIONS OPTICAL, YOUNGER OPTICS KICK OFF
DRIVEWEAR® TRANSITIONS® SOLFX™ CONSUMER OUTREACH CAMPAIGN
IN CHICAGO, HOUSTON TEST MARKETS**

Radio Activities, Web Site and Widge Ad Drive Consumer Demand for Dynamic Sunwear

PINELLAS PARK, Fla., Sept. 10, 2009 – Transitions Optical, Inc. and Younger Optics have launched an outreach campaign in Chicago and Houston test markets to educate consumers about the benefits of Drivewear® Transitions® SOLFX™ sun lenses for enhancing visual performance and comfort while driving. Activities include radio ads and interviews with local eyecare professionals, new content and an interactive demonstration on TransitionsSOLFX.com and an online Widge ad that allows consumers to simulate the Drivewear experience and encourages them to discuss dynamic sunwear with their eyecare professional.

The markets were selected based on several factors, such as average commute times, with success in these markets to dictate consumer outreach in 2010.

“Americans spend an enormous time behind the wheel and are constantly subjected to changing light conditions such as bright light and glare, which are discomforting and often

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Drivewear® Transitions® SOLFX™ Test Markets – 2

dangerous – directly contributing to thousands of car crashes each year,” said David Rips, president and CEO, Younger Optics.

“With our multi-pronged outreach in these key test markets, we will help consumers understand the importance of dynamic sunwear technology that automatically adjusts in changing light conditions, helping to provide an enhanced visual experience, comfort and style behind the wheel,” said Grady Lenski, global director, Transitions sunwear.

Unlike fixed tint sunglasses that can either be too dark in the shade or overcast conditions, or too light to handle bright light and glare while driving, Drivewear Transitions **SOLFX** lenses – available from Younger Optics – provide the ideal visual performance solution for drivers. The only polarized photochromic to activate behind the windshield of a car, they combine NuPolar® polarization and advanced Transitions photochromic dyes to change and optimize their degree of darkness and color with lighting conditions, eliminating blinding glare and enhancing visual contrast and comfort.

Outreach Activities

Key outreach activities kicking off in August include:

- **Radio ads and interviews** featuring local eyecare professionals who recommend Drivewear Transitions **SOLFX** lenses for their patients. These segments will air on prominent Chicago and Houston radio stations to reach consumers while they are driving – such as during the morning and evening commute hours.
- An interactive **Widget ad** featured on popular consumer Web sites, allowing users to modify lighting conditions and experience the benefits of Drivewear Transitions **SOLFX** sun lenses automatically adjusting color and darkness. This Widget can be added to eyecare professionals’ Web sites or Facebook pages by visiting TransitionsSOLFX.com.
- **New Drivewear pages on TransitionsSOLFX.com** that include product information, the shareable Widget, testimonials, a resource to help consumers find an eyecare professional and a “See For Yourself” demo that allows consumers to compare the enhanced performance of the lenses with regular sunglasses.

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.

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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.

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

ABOUT YOUNGER OPTICS

Younger Optics is recognized as the world leader in prescription polarized lenses with its NuPolar® brand. With world headquarters in Torrance, CA, Younger Optics has won 18 OLA awards during more than 50 years of bringing innovative products to the optical industry. For more information about Younger Optics, NuPolar lenses and other products, visit the company's web site at www.youngeroptics.com, or call (800) 877-5367.

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