

February 16, 2009

FOR IMMEDIATE RELEASE

Contact: Clay Musslewhite (888) 749-3567

PIXELOPTICS BEGINS WEARER TRIALS OF ELECTRONIC FOCUSING EYEWEAR

ROANOKE, VA - PixelOptics, Inc. ("Pixel") of Roanoke, Virginia has announced the start of wearer trials for its dynamic electronic eyeglasses with changeable dynamic focus. The world's first composite ophthalmic lens company, PixelOptics is developing and will market both static (fixed focus) and dynamic (changeable focus) lenses. Pixel launched its first static composite lens, the atLast!® *Enhanced Multifocal*, in October 2008 and with the assistance of select eye care professionals has now begun limited and controlled trials of its dynamic electronic eyewear with consumers.

In making the wearer trial announcement, Bill Kokonaski, Chief Technology Officer for PixelOptics, stated, "Pixel is working to introduce the first ophthalmic solution that crosses over into the consumer electronic health sector. We will conduct a prolonged wearer trial to further refine this exciting technology both as an ophthalmic lens product and as a consumer product. We have been able to develop this product in such a manner that we have preserved the demanding cosmetics of fashion eyewear. When commercially launched, I believe it will be virtually impossible to distinguish Pixel's electronic eyewear from that of other conventional fashion eyeglasses based on style, thinness, transparency, and weight."

e-Vision, LLC began the development of electronic eyeglasses in the late 1990's, and in 2005, licensed its intellectual property, trade secrets, and know-how exclusively and globally to PixelOptics Inc. Pixel, with the help of ten other development partners from around the world, has been aggressively and diligently furthering the development of what it calls electro-active eyewear. To date Pixel has amassed a portfolio of over 300 issued patents and patent applications filed around the world.

Ronald D. Blum, O.D., President and CEO of PixelOptics, states, "Pixel's electronic eyeglasses focus faster than the blink of an eye using chemistry, electricity, and optics, and do so without moving parts. These eyeglasses automatically allow for clear focus from far to near, and everything in between. They are lineless and provide significantly wider and less compromised fields of clear vision, and have far less distortion than a progressive addition lens of equal optical power." Progressive addition spectacle lenses presently are the most

common and preferred way of correcting for presbyopia, a condition that affects virtually all adults starting at around age 45 and results in the inability to properly focus the eyes at close-up and mid-range distances. Globally approximately 50 million pairs of progressive addition lenses are sold each year, of which approximately 23 million pairs are sold in the USA alone.

In describing the wearer trials for the new electro-active technology, William Spies, Chief Operating Officer of PixelOptics, said, "Beginning this month and continuing throughout 2009, a limited number of individuals will be provided with Pixel's electronic eyeglasses. We will spend much of 2009 optimizing our technology based on results from the trials. Assuming all goes according to plan, Pixel will move forward with a major launch in 2010. We intend to allow those who visit Pixel's booth #LP1672 at The International Vision Expo East in New York on March 27, 28, and 29 to experience an electronic lens. This will be the first public display of this technology in the world. Once commercially launched in 2010 we anticipate distributing the electronic lenses through wholesale optical laboratories around the world."

PixelOptics will continue the introduction and rollout of its composite lens product line during 2009, including atLast!®, the world's first *Enhanced Multifocal*. atLast! lenses provide spacious, distance, near, and continuous intermediate vision, ensuring significantly improved vision for lined bifocal and trifocal wearers and giving computer users and second-pair progressive wearers the mid-range vision they really want. atLast! lenses are static lenses (not dynamic). They offer an improvement of 70% less image jump and 10X the amount of clear vision within 5 feet of the wearers face as compared to a lined bifocal of equal optical power. atLast! was developed to compete within the lined multifocal category worldwide, which accounts for approximately 45 million pairs sold globally each year of which 17 million pairs are sold in the USA alone.

Headquartered in Roanoke, Virginia, PixelOptics is committed to "transformational innovation" in the spectacle lens industry. The company's focus on improving the current standard of vision correction will deliver a wide range of innovative new products based on "composite lens" and innovative design technologies. The company intends to live up to its slogan "***redefining the way people see***". The company is doing this through the proprietary innovative products it launched in 2008, will launch in 2009, and in the future.

For additional information please contact Clay Musslewhite, Marketing Director, at (888) 749-3567 or visit [.pixeloptics.com](http://pixeloptics.com).

#