



For Immediate Release

Contact: Clay Musslewhite, PixelOptics, 540.567.5079, cmusslewhite@pixeloptics.com

PixelOptics Begins Selection of High-Tech Distribution Team for emPower!

Developer of world's first electronic-focusing eyewear ready for launch

Roanoke, Va. (December 20, 2010) – PixelOptics, Inc., the world's first electronic eyewear company and a leading developer of innovative ophthalmic lenses, announces commitments from four leading optical laboratories to support the first of multiple regional launches for emPower! in early 2011, with an additional two labs that are based in the southeast that are expected to join the network within the next 60 days.

U.S. Optical, Robertson Optical, Luzerne Optical and Pech Optical have all signed agreements to manufacture emPower! lenses starting with the launch of the Southeast U.S. region.

According to Larry Rodriguez, Senior VP of Global Sales and Marketing for PixelOptics, these laboratories were initially chosen because of their high market share in the Southeast region and their strength in launching high-technology products.

"We're entering the final stages of preparation to bring the world's first electronic focusing eyewear to the prescription lens community," says Rodriguez. "Each of these labs are well-respected in the industry, provide high quality products, and encompass a strong sales force in our first targeted region, all of which were critical factors in agreeing to partner together for the initial launch of emPower!."

"This is a phased rollout being executed region by region. We are currently working on our lab network for regions two and three. Lab meetings have been set for January and will continue throughout the first half of 2011 in development of our US emPower! lab network. Our initial lab partners have been terrific to work with and will be key in the launch of emPower! and the development of a new category in eyewear." says Rodriguez. "We look forward to adding future partner labs across the US in coming months."

PixelOptics anticipates tremendous market interest in emPower!. To accommodate the expected high demand these initial laboratories; U.S. Optical, Robertson, Luzerne, and Pech are being thoroughly trained by PixelOptics' laboratory support teams and will be well equipped to manage the anticipated volume.

These labs will partner with the PixelOptics' regional management team, as well as the Aspex Eyewear Sales Team. These three teams will provide a combined field presence of 45 people throughout the southeast United States. Aspex Eyewear has been licensed to have North American exclusivity to manufacture, sell, and distribute electronic eye glass frames that enable and activate emPower! lenses.

PixelOptics' expects to launch emPower! in early 2011 in the Southeast, followed by a regional rollout across the country throughout the year, and international launches in late 2011 and into 2012.

PixelOptics' highly proprietary electronic focusing lens technology aims to correct presbyopia while reducing distortion and other negative attributes typically associated with progressive addition lenses. The technology will be the first electronic ophthalmic solution to enter the consumer electronic healthcare sector. emPower! is protected by more than 300 issued patents and patent applications pending around the world.

For more information about PixelOptics, visit <http://www.pixeloptics.com>.

###

About PixelOptics: Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus is on improving and elevating the current standard of vision correction by inventing, developing and marketing a wide range of innovative new products based on dynamic focusing lenses, innovative lens design technologies, and composite optics. PixelOptics is dedicated to helping consumers see better and more comfortably, while at the same time helping the vision care industry to grow. For additional information please visit: www.pixeloptics.com.