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For Immediate Release

PixelOptics Opens Social Media Dialogue

Company going on line with Facebook, Twitter & YouTube

Roanoke, Va. (November 19, 2009) — PixelOptics, the world’s first composite lens company, announces the unveiling of its social media platform. The company will now be visible on Facebook, Twitter, and YouTube with plans to expand to other interactive sites in the future.

“We still value traditional media, but we want to be sure we reach the growing number of people who rely primarily on the Internet and on-line resources for their information,” says Ron Blum, PixelOptics CEO. “We want to reach people the way they want to be reached.”

PixelOptics is now on line with a channel on YouTube and a Facebook page. Both offer video “podcasts” depicting topics ranging from the company’s distribution methods and the theory behind composite lens technology, to simple videos showing the PixelOptics booth at 2009 Vision Expo West. It also includes profiles of company executives, photos demonstrating the effectiveness of composite lens technology and other features. Future video messages will feature additional videos, photos, blogs and other insights from company executives and researchers. It will also offer demonstrations of new products.

In addition, PixelOptics will begin “tweeting” company updates on Twitter. The popular site, which allows communication in 140 characters or less will be used to deliver timely updates and link to videos, blogs or photos.

“We feel strongly about the need to be in the social media arena. As a cutting edge technology company, the way we communicate should be as high tech as the products we produce,” said Bill Spies, chief operations officer. But more than that we want to ensure that anyone who is interested in what we are doing can find out – with just a few clicks.”

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About PixelOptics

Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus is on improving the current standard of vision correction by inventing, developing, and selling a wide range of innovative new products based on “composite lens” and

innovative design technologies. Combined in a proprietary manner, PixelOptics' composite lens designs provide a vastly improved visual experience for wearers across the prescription range. PixelOptics has been diligent in protecting its innovations and to date has amassed over 300 issued patents or pending patent pending applications worldwide. For additional information please visit www.pixeloptics.com.